Visit Albuquerque Destination Dashboard

July 2026 Report





Lodging



Industry Performance

Air Service





Albuquerque

LODGERS' TAX SNAPSHOT

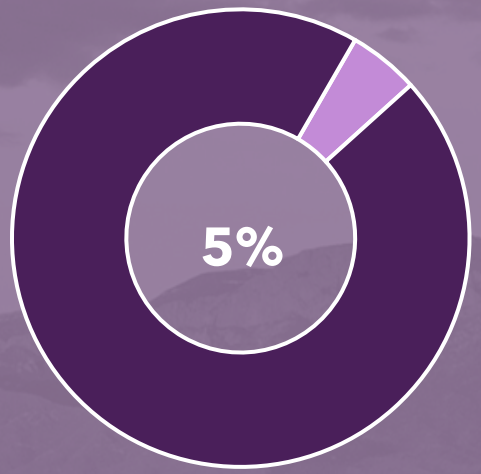
2026 Fiscal Year-to-Date through June

Total Lodgers' Tax Revenue Collected

$19,249,416

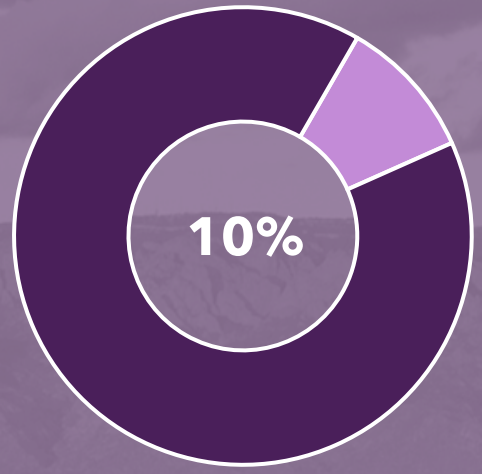
+1% vs June 2025

Delinquent Share of Lodgers' Tax Revenue Collected



0 pts vs June 2025

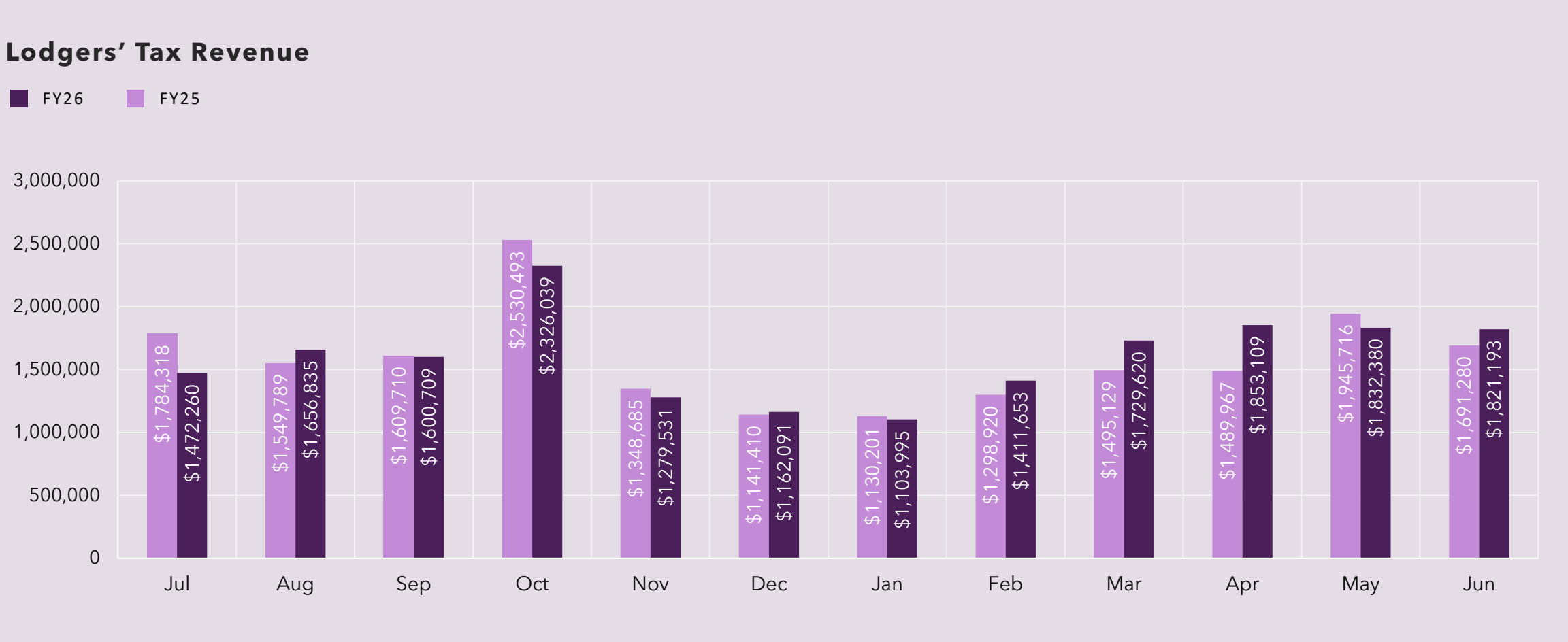
Short-Term Rental Share of Lodgers' Tax Revenue Collected



0 pts vs June 2025

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

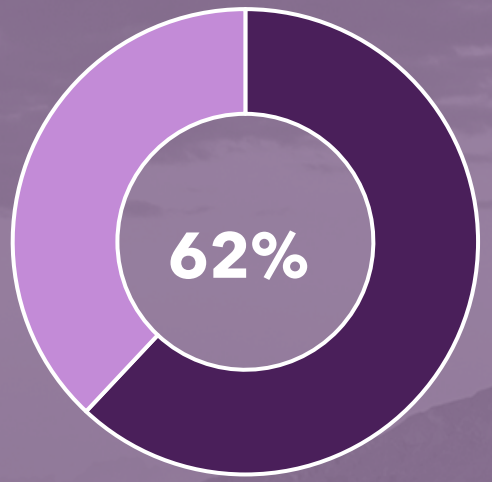


Albuquerque

HOTEL SNAPSHOT

2026 Calendar Year-to-Date through June

Occupancy



+1 pt vs June 2025

Average Daily Rate

$117

+4% vs June 2025

Revenue per Available Room

$73

+6% vs June 2025

Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through June

Deplaned Passengers

2,614,025

-2% vs June 2025

Nonstop Out of State Air Seats

3,463,371

-3% vs June 2025

Top 5 Origin Markets Capacity Change

Dallas	↓8%
Phoenix	↓3%
Denver	↑1%
Houston	↑2%
Las Vegas	↓16%

vs June 2025



Integrated Marketing



Marketing Performance

Brand Health





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PAID MEDIA SNAPSHOT

2027 Fiscal Year-to-Date through July

Impressions

86M

-46% vs July 2025

Paid Social Engagement

1.4M

-31% vs July 2025

Paid Social Engagement Rate

26%

+18 pts vs July 2025

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OWNED MEDIA SNAPSHOT

2027 Fiscal Year-to-Date through July

Website Sessions

519K

-11% vs July 2025

Social Followers

430K

+9% vs July 2025

Visitors Guide Fulfillment

1,833

-3% vs July 2025



Outreach



Destination Development & Partnership Performance

Training





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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2027 Fiscal Year-to-Date through July

Visitor Center Count

7,339

+6% vs July 2025

ACE Trainees

14

-7% vs July 2025

Active Partners

630

-1% vs July 2025



Bookings



Leads





Meetings, Conventions & Sports Performance

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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2027 Fiscal Year-to-Date through July

Citywide Room Nights Booked

2,361

-7% vs July 2025

Non-Citywide Room Nights Booked

1,921

-61% vs July 2025

Sports Room Nights Booked

1,200

-41% vs July 2025

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SALES PERFORMANCE BY SEGMENT

Meetings



3,082 future room nights booked (-43% YOY)

2,361 future *citywide* room nights booked (-7% YOY)

Sports



1,200 future room nights (-41% YOY)

0 future *citywide* room nights booked

Total



4,282 future room nights booked (-42% YOY)

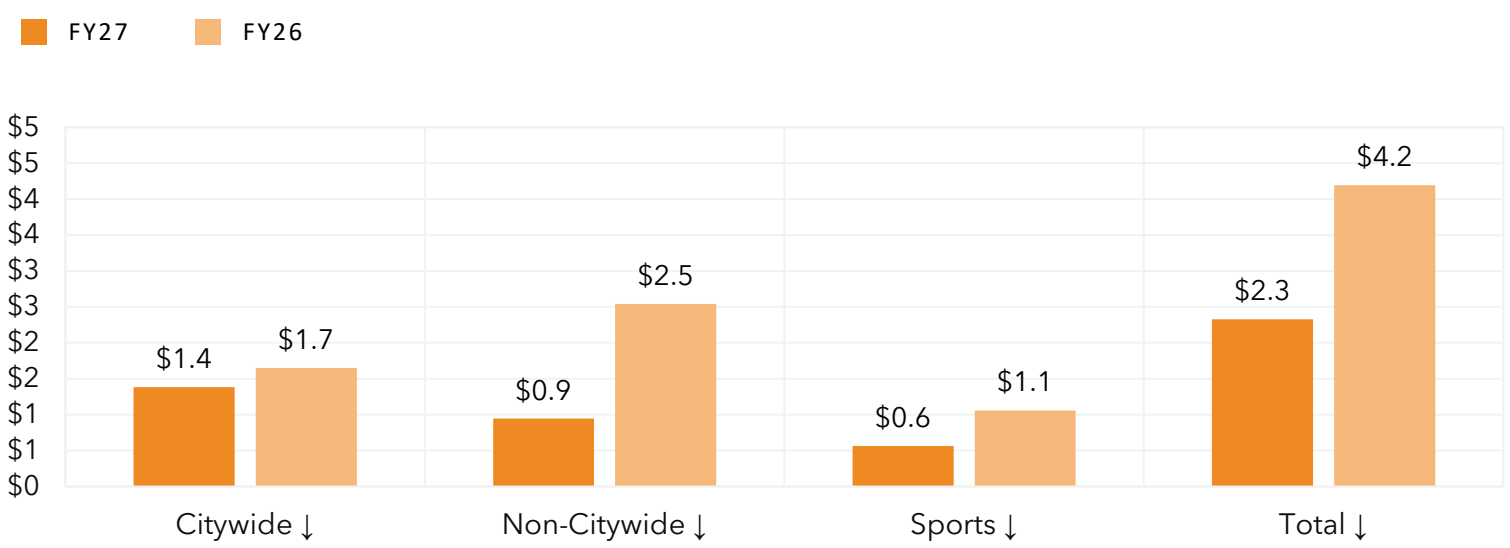
2,361 future *citywide* room nights booked (-7% YOY)

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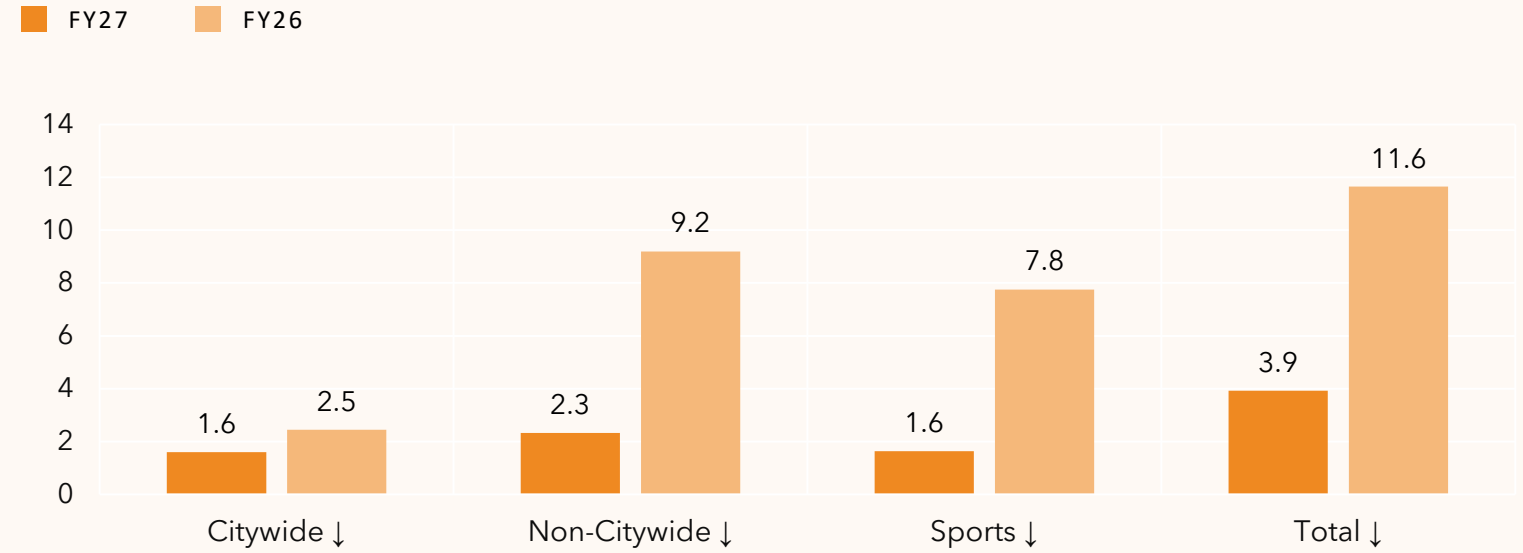
SALES PERFORMANCE

FYTD through July

Direct Spend Booked (Millions)



Attendees Booked (Thousands)

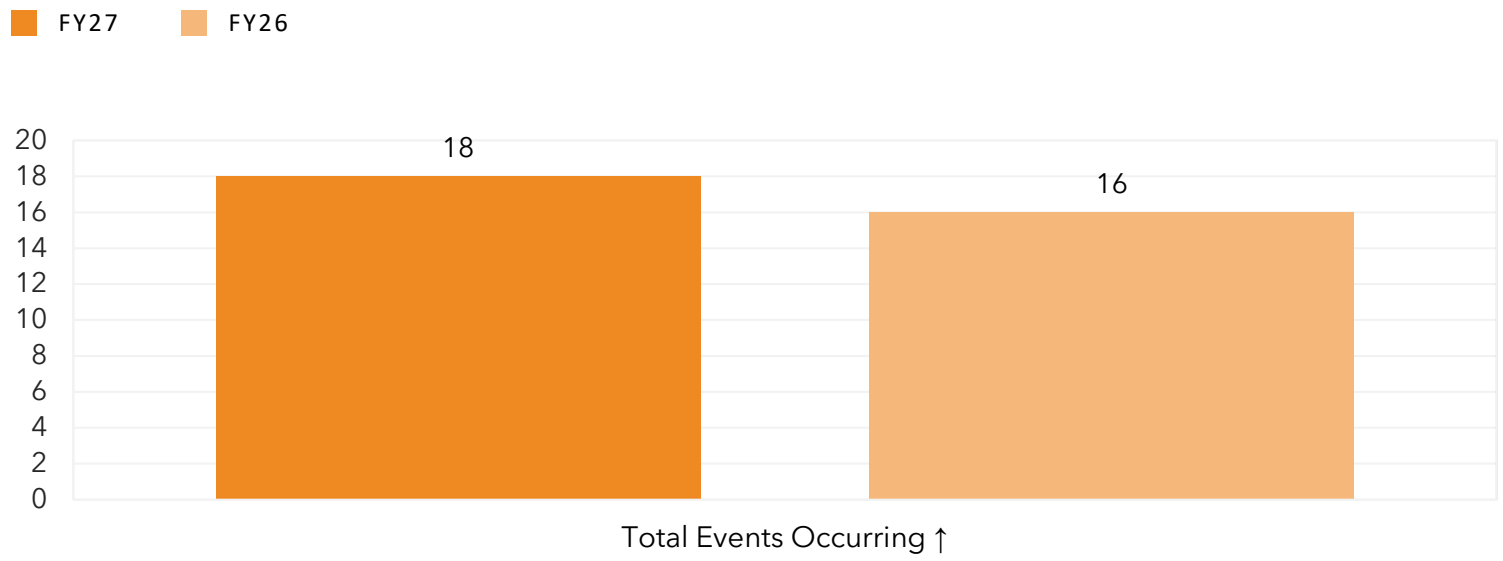


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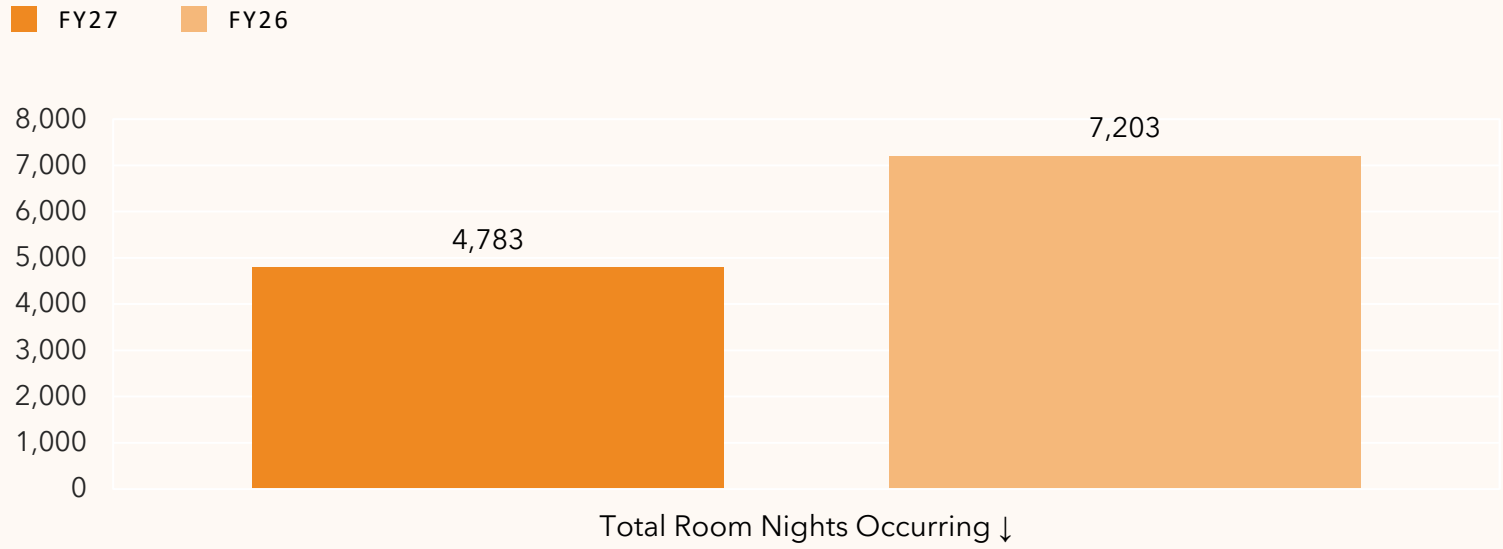
BUSINESS OCCURRING

FYTD through July

Events Occurring



Room Nights Occurring

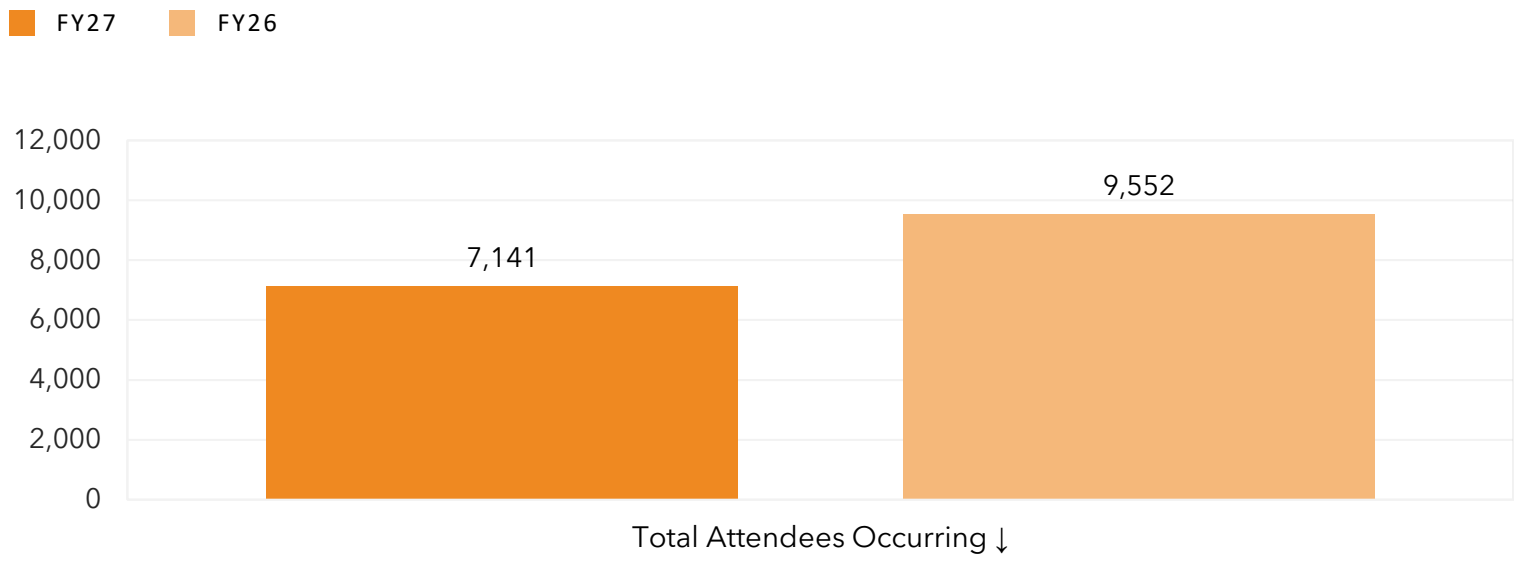


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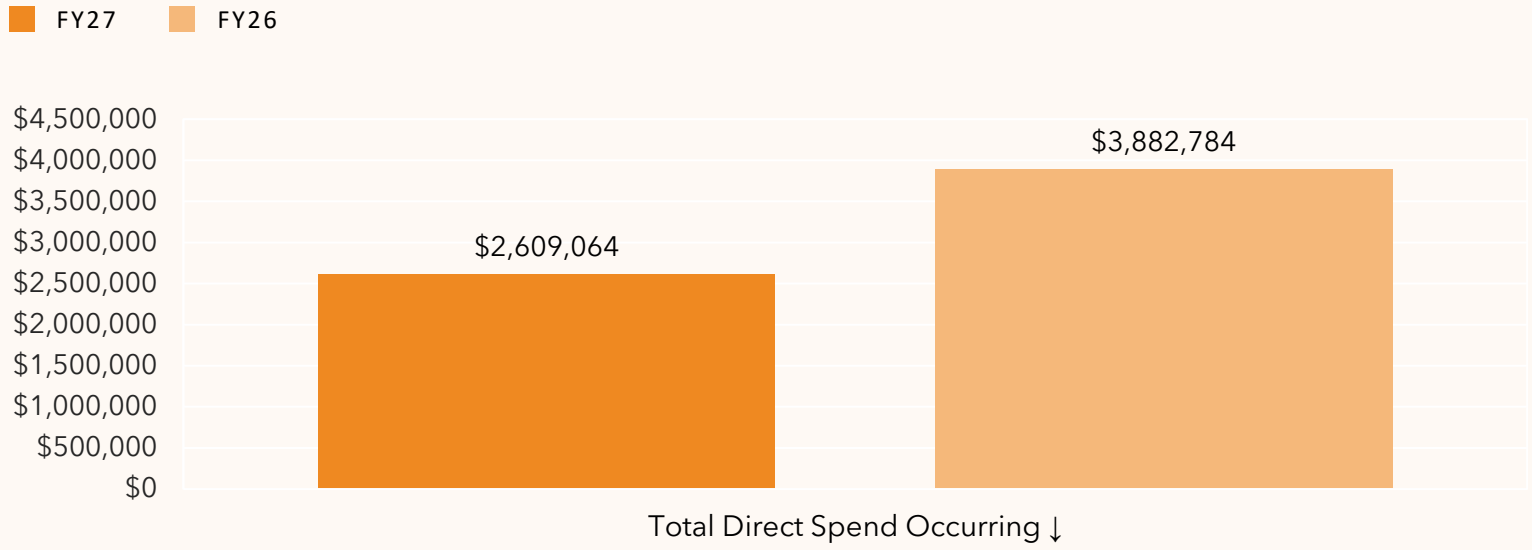
BUSINESS OCCURRING

FYTD through July

Attendees



Direct Spend



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	The Southwest District Kiwanis International - 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
8/10/2026	Central Region Educational Cooperative - 2026 NMPED Literacy	275	286	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
8/18/2026	United Healthcare Services Inc - 2026 Annual Care Coordination Training	95	105	No
8/22/2026	Velosolutions - 2026 USA Pump Track National Series	429	160	No
8/24/2026	Sun Country Golf House - 2026 SCPGA Professional Championship	90	35	No
8/27/2026	The Barral Institute - 2026 August Health Care Seminar	44	40	No
8/28/2026	Colorado Dental Association - 2026 14th District Dental Caucus	70	132	No
8/29/2026	New Mexico Games - 2026 Horseshoes	125	25	No

Spotlight On

BUSINESS OCCURRING SEPTEMBER 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
9/4/2026	International Twin Association - 2026 Twins Annual Conference	80	140	No
9/11/2026	AdvocacyCon - 2026 AdvocacyCon	300	150	Yes
9/14/2026	American Society for Money Transmitter Regulators Assn - 2026 MTRA Annual Meeting	340	767	No
9/14/2026	University Of New Mexico: Womens Golf - 2026 Branch Law Firm/Dick McGuire Invitational Tournament	144	141	No
9/18/2026	New Mexico Games - 2026 Pickleball	624	275	No
9/20/2026	National Fund for Workforce Solutions - 2026 Convening	400	721	No
9/22/2026	The Carrot Project - 2026 Fall Conference	350	340	No
9/24/2026	National Dance Education Organization - 2026 NDEO National Conference	800	1,380	Yes
9/24/2026	The Energy Council - 2026 The Energy Council Annual Meeting	125	200	No
9/29/2026	Shamrock Foods - 2026 Shamrock Foods Food Expo Southwest	1,600	633	Yes
9/30/2026	Association for Counselor Education & Supervision - 2026 Rocky Mountain ACES	160	288	No
9/30/2026	Sun Country Golf House - 2026 NM/WT Senior Amateur Championship	390	234	No

Spotlight On

BUSINESS OCCURRING OCTOBER 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
10/3/2026	New Mexico Games - 2026 Archery	348	119	No
10/6/2026	Faye's Fun Travels - 2026 Faye's Fun Travels Balloon Fiesta Group Tour	50	112	No
10/8/2026	Women in Travel Summit - 2026 Wanderful Global Meetup	38	114	No
10/11/2026	American Quarter Horse Association - 2026 AQHA Racing Challenge	150	381	No
10/14/2026	American Bar Association - 2026 Environment, Energy, and Resources FALL Conference on Environmental Law	250	549	No
10/14/2026	Astraea Foundation - 2026 Banyan Grove-Firefly Convening-October	35	136	No
10/15/2026	National Minority AIDS Council - 2026 NMAC GLOW	27	70	No
10/18/2026	NAFSA: Association of International Educators - 2026 NAFSA Region II Conference	220	420	No
10/22/2026	Out in Science, Technology, Engineering, Mathematics (oSTEM) - 2026 oSTEM Annual Conference	800	957	Yes
10/27/2026	Renewable Energy Wildlife Institute - 2026 16th Wind Wildlife Research Meeting	300	530	No
10/28/2026	Asphalt Pavement Association of New Mexico - 2026 Southwest Asphalt Conference & Equipment Show	600	60	Yes
10/29/2026	North American Drama Therapy Association - 2026 NADTA Annual Conference	300	370	No

Current & Upcoming

EVENTS & ENGAGEMENT

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7/9	ACE Class Homestead Café
7/14	Business Exchange at ABQ Museum
7/15	Partner Orientation
7/30	Partner Pop-in at ABQ Barkeeps
8/18	Your Morning, Your Impact
8/20	Partner Pop-In at Upside Goods
8/26	Business Exchange at Plaza Don Luis
9/14	ACE Training Lapis Room Old Town
9/15	Balloon Fiesta Education Session
9/16	Partner Orientation
9/22	Visit Albuquerque Annual Meeting

Engagement

7/6	Community Brand Focus Groups
7/7	Consultant Site Visit for Downtown Catalytic Projects
7/8	Economic Forum Collaborative Social
7/10	Explora Press Conference and Ribbon Cutting for Outdoor Exhibit
7/22	Economic Forum
7/31	Passport to Pueblo Country FAM Tour
8/5	UNM Employer Engagement Retreat
8/20	GAHLA Luncheon
9/5	Labor Day Lift Off- Sports Sales Mission
9/17	Gathering of Counties at NM State Fair
9/17	GAHLA Luncheon
9/19	Bands of Enchantment Music Festival
9/25	GAHLA Charlie Gray Golf Tournament

Tradeshows & Professional Development

7/13	The Council of Engineering and Scientific Society Executives (CESSE) - ACCESSE
7/18	Destinations International CDME Classes
7/20	Destinations International Annual Conference
7/28	Meet Minneapolis Destination Master Plan Panelist
7/29	U.S. Travel's Summer Summit
8/15	ASAE Annual Meeting
8/24	U.S. Travel's ESTO Conference
8/27	NMSAE Award presenter
8/24	Connect Marketplace