

# Visit Albuquerque Destination Dashboard

August 2025 Report



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



Lodging



Industry  
Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

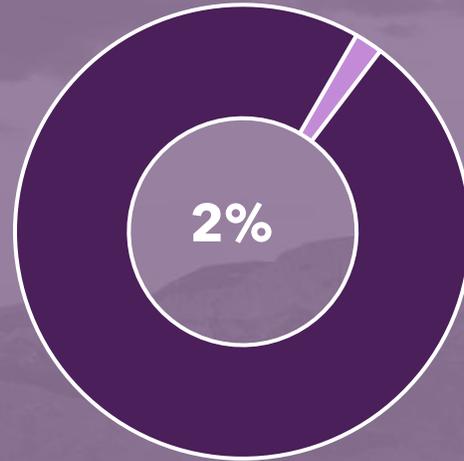
2026 Fiscal Year-to-Date through July

Total Lodgers' Tax Revenue Collected

**\$1,472,260**

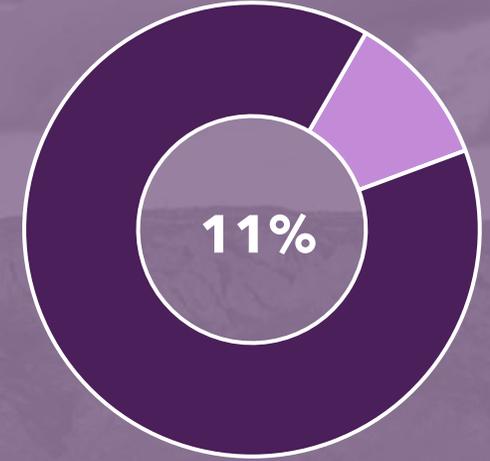
-17% vs July 2024

Delinquent Share of Lodgers' Tax Revenue Collected



-9 pts vs July 2024

Short-Term Rental Share of Lodgers' Tax Revenue Collected



+2pts vs July 2024

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# LODGERS' TAX COLLECTIONS BY MONTH

## Lodgers' Tax Revenue

FY26 FY25

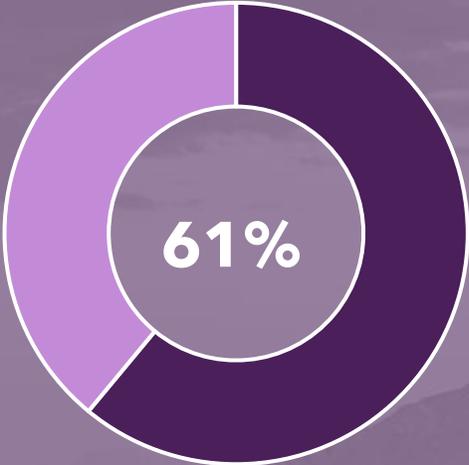


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# HOTEL SNAPSHOT

2025 Calendar Year-to-Date through July

Occupancy



-4 pts vs July 2024

Average Daily Rate



-3% vs July 2024

Revenue per Available Room



-9% vs July 2024

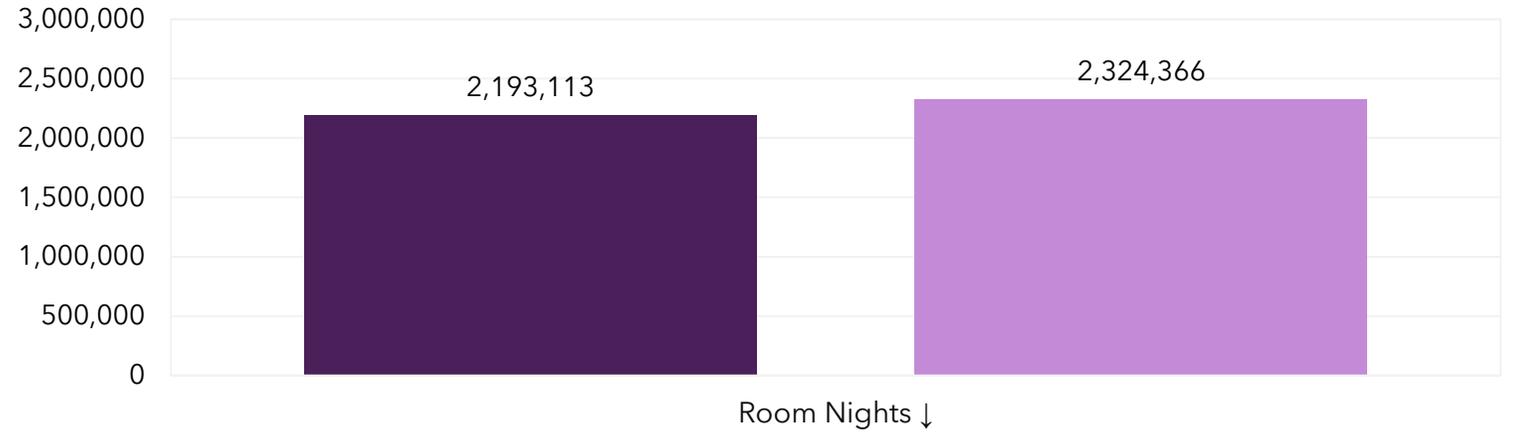
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# HOTEL PERFORMANCE

CYTD through July

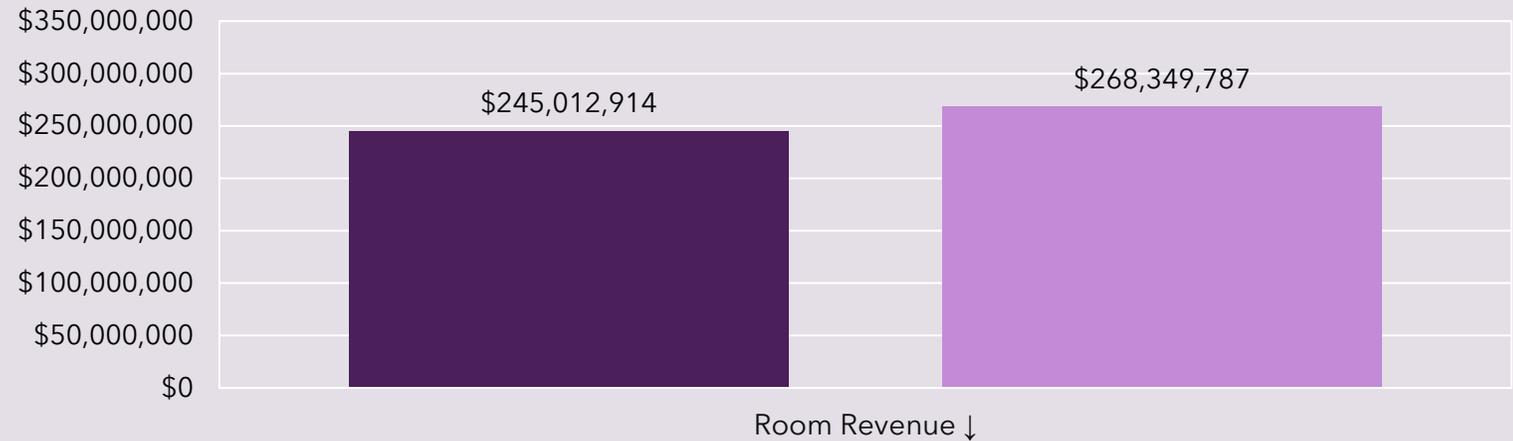
## Hotel Demand

■ CYTD25 ■ CYTD24



## Hotel Revenue

■ CYTD25 ■ CYTD24



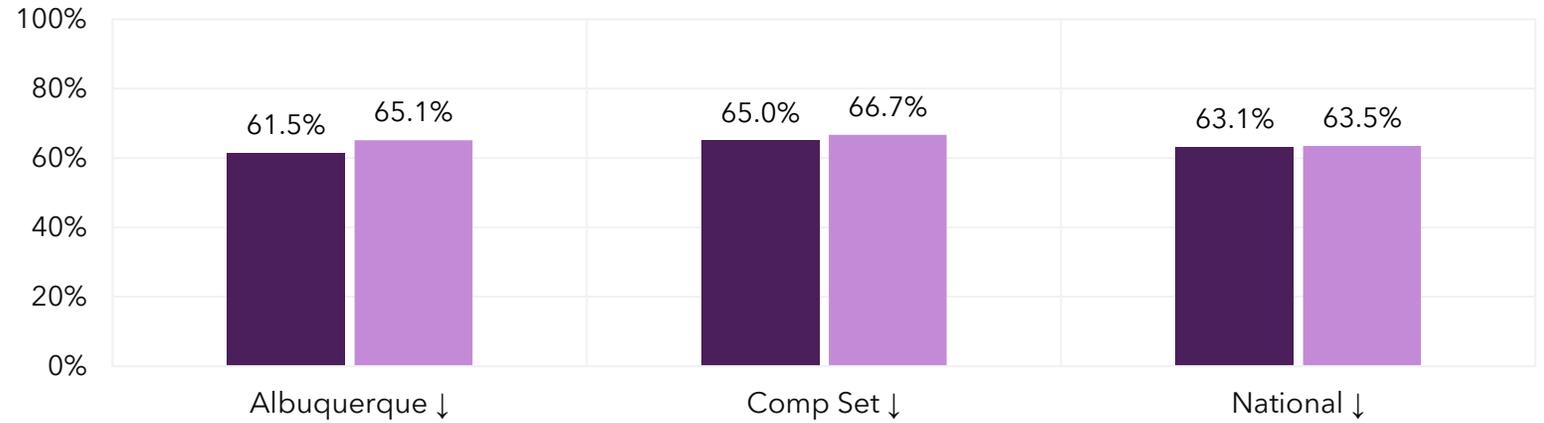
Competitor

# HOTEL PERFORMANCE

CYTD through July

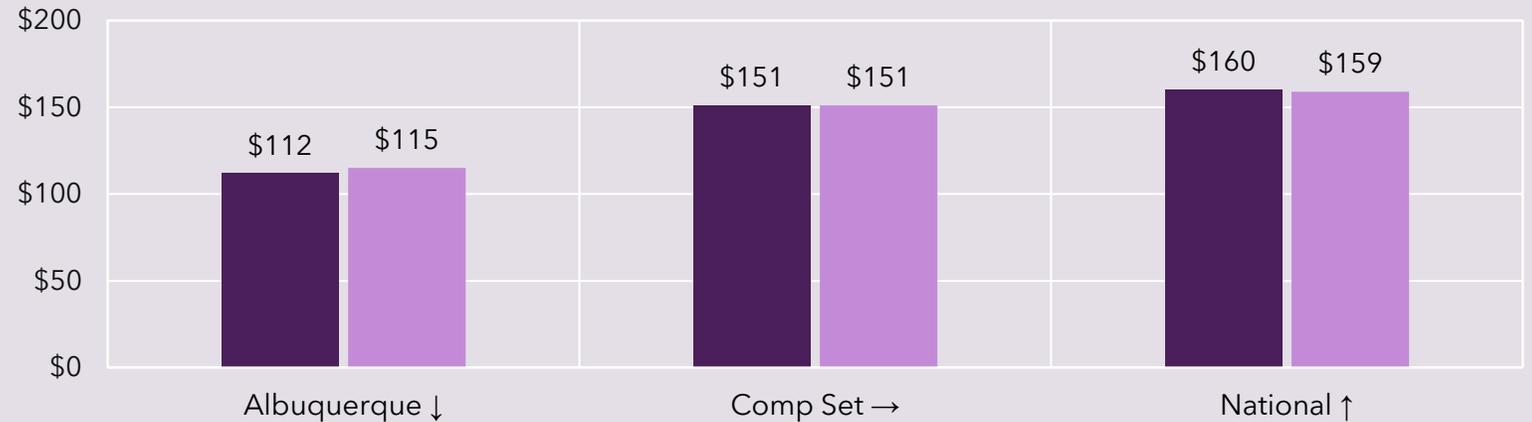
## Occupancy

■ CYTD25 ■ CYTD24



## Average Daily Rate

■ CYTD25 ■ CYTD24



Albuquerque

# AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through July

Deplaned Passengers

**252,921**

-2% vs July 2024

Nonstop Out of State Air Seats

**338,565**

+7% vs July 2024

Top 5 Origin Markets  
Capacity Change

Dallas	↑3%
Phoenix	↑17%
Denver	↑2%
Houston	↑1%
Los Angeles	↓10%

vs July 2024



Integrated  
Marketing



Marketing  
Performance

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Brand Health



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# MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through August

Impressions

**279M**

-25% vs August 2024

Website Sessions

**1.1M**

+38% vs August 2024

Social Followers

**397K**

+10% vs August 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 August

Visitor Center Count

**14,402**

+10% vs August 2024

ACE Trainees

**29**

-75% vs August 2024

Active Partners

**637**

+1% change vs August 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 August

Citywide Room Nights Booked

**6,128**

+107% vs August 2024

Non-Citywide Room Nights Booked

**12,382**

+122% vs August 2024

Sports Room Nights Booked

**10,127**

+46% vs August 2024

# SALES PERFORMANCE BY SEGMENT

## Meetings



8,383 future room  
nights booked  
(+420% YOY)

4,132 future *citywide*  
room  
nights booked  
(+312% YOY)

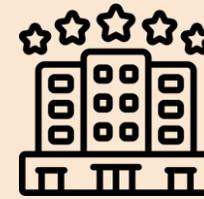
## Sports



10,127 future  
room nights  
(+46% YOY)

1,996 future  
*citywide* room  
nights booked  
(+2% YOY)

## Total



18,510 future room  
nights booked  
(+117% YOY)

6,128 future *citywide*  
room  
nights booked  
(+107% YOY)

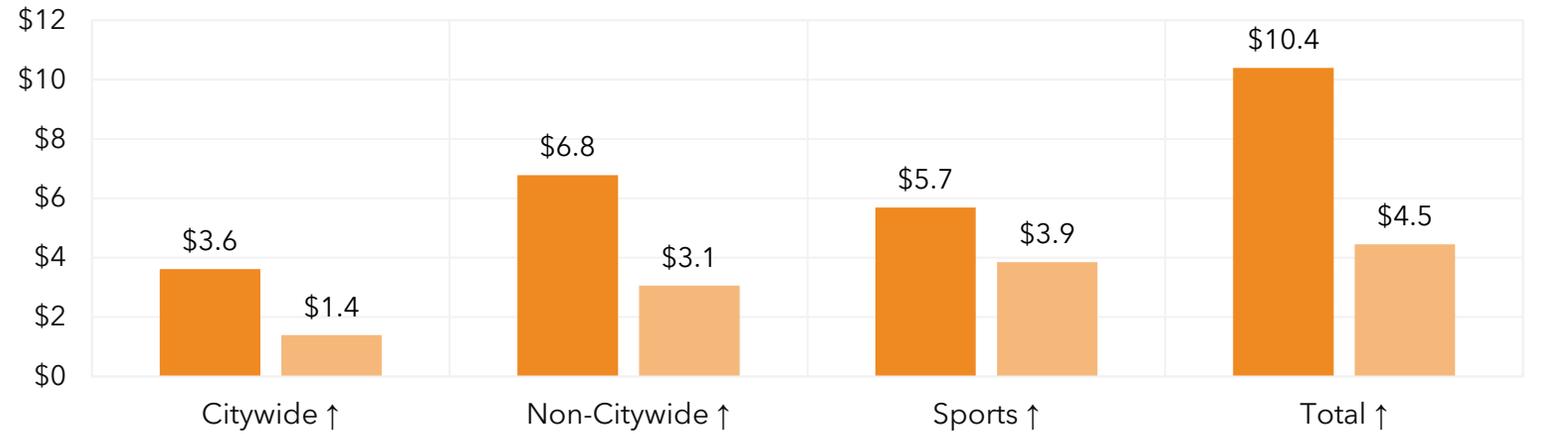
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# SALES PERFORMANCE

FYTD through August

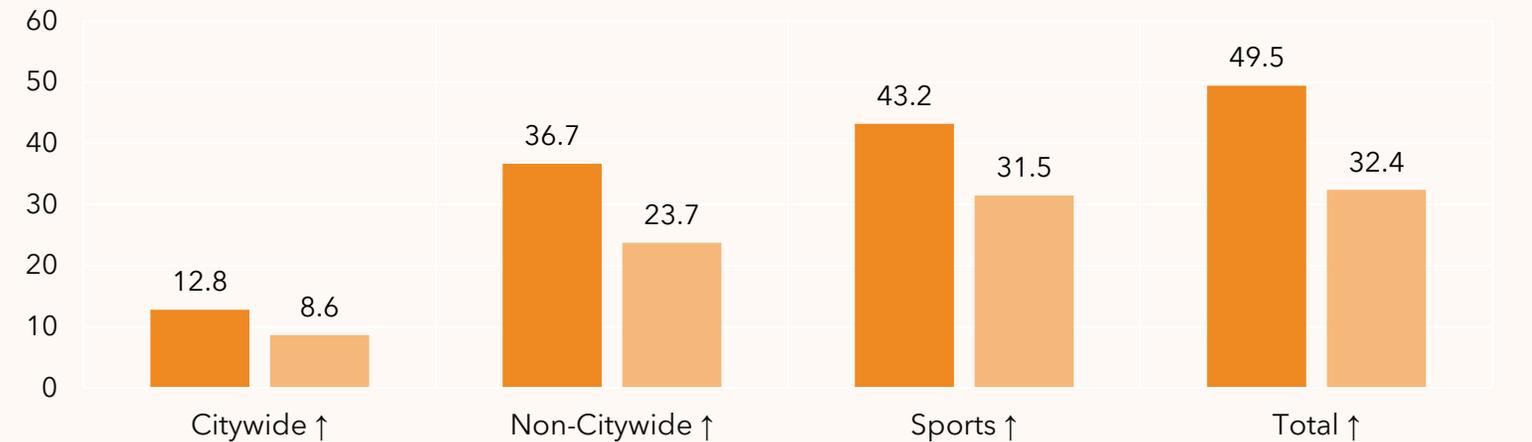
## Direct Spend Booked (Millions)

FY26 YTD    FY25 YTD

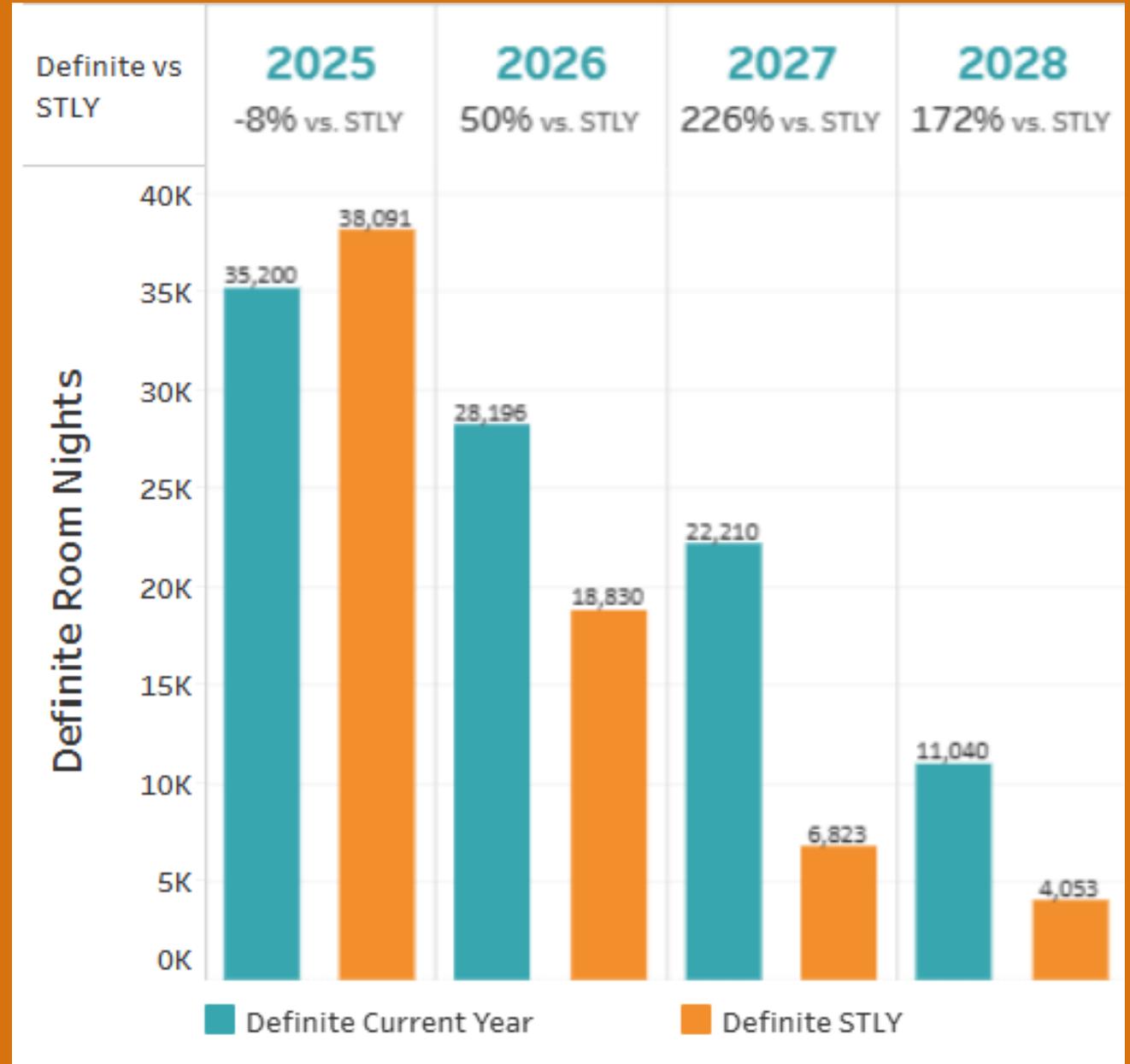


## Attendees Booked (Thousands)

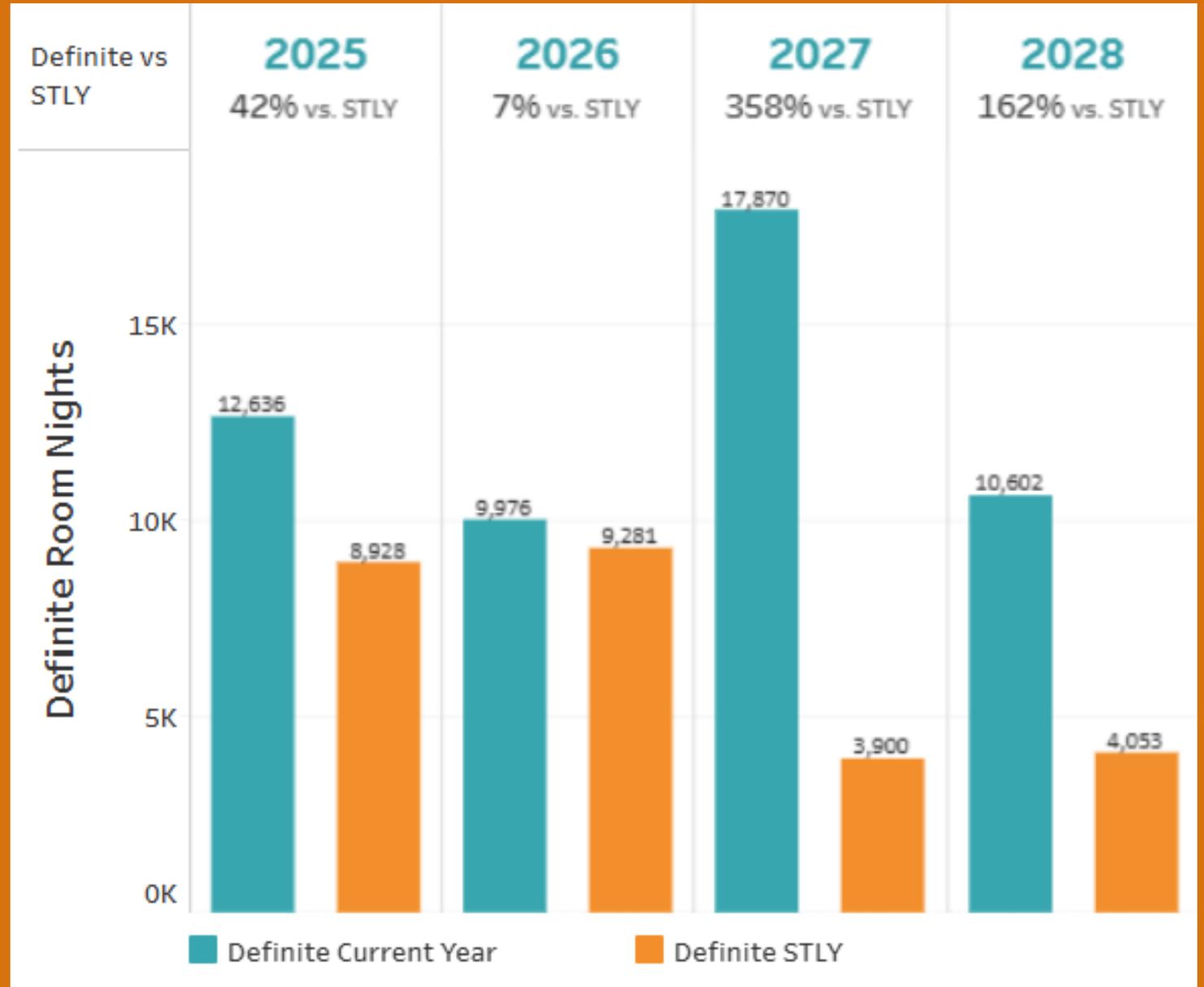
FY26 YTD    FY25 YTD



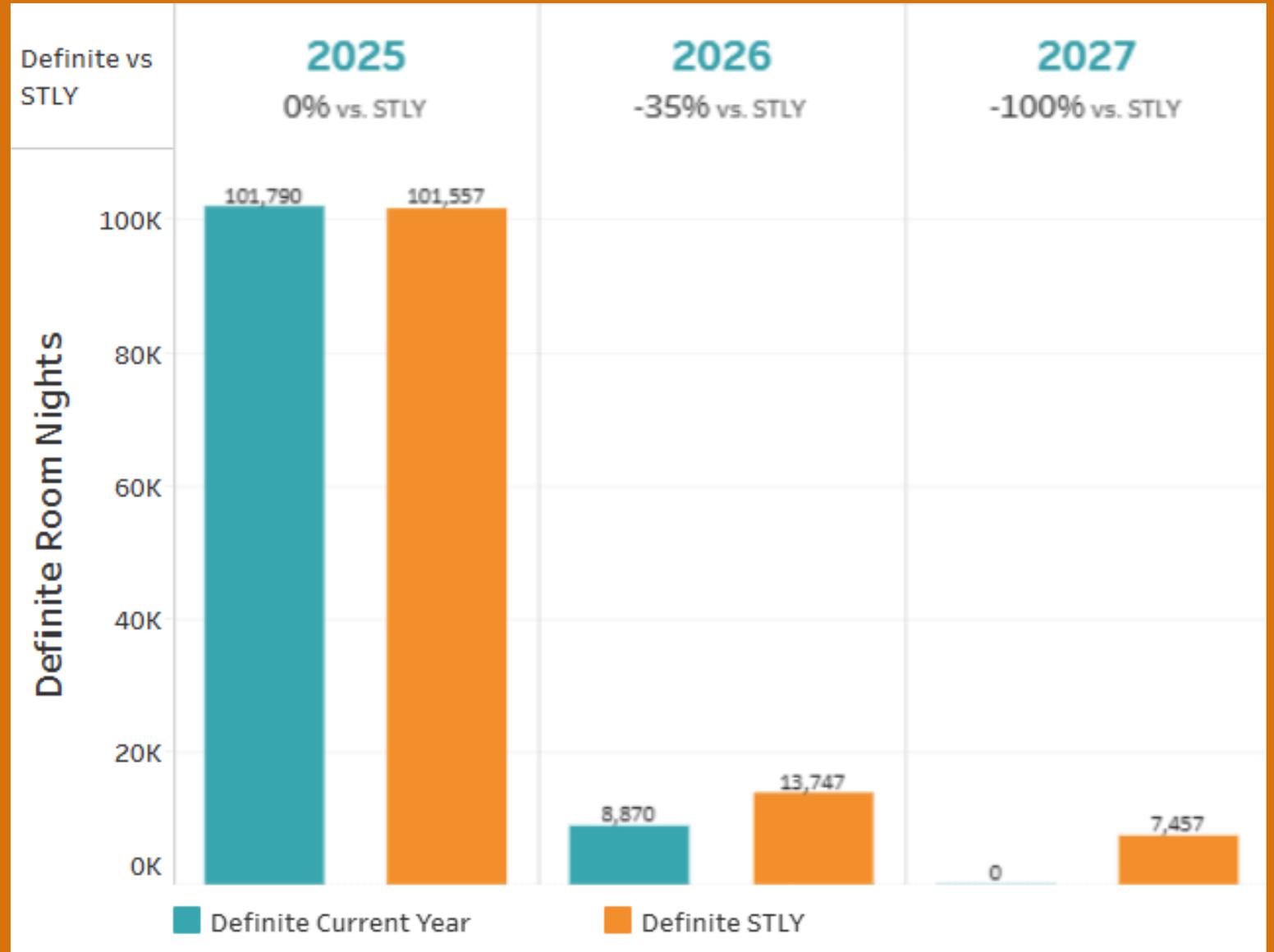
# Total Meetings Business Occurring Pace as of August 31



# Citywide Meetings Business Occurring Pace as of August 31



# Sports Business Occurring Pace as of August 31



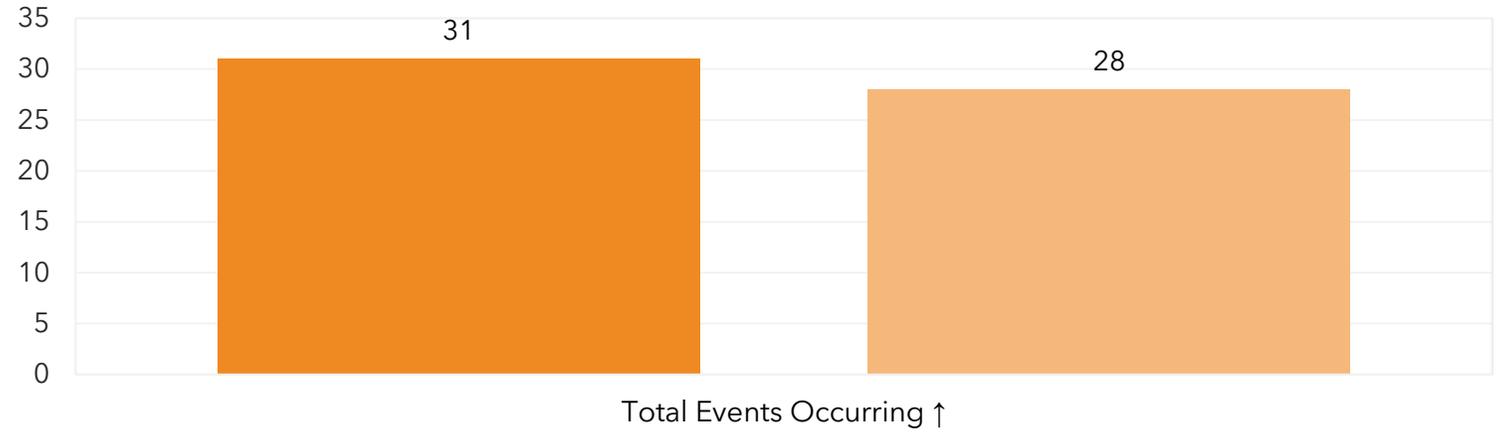
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# BUSINESS OCCURRING

FYTD through August

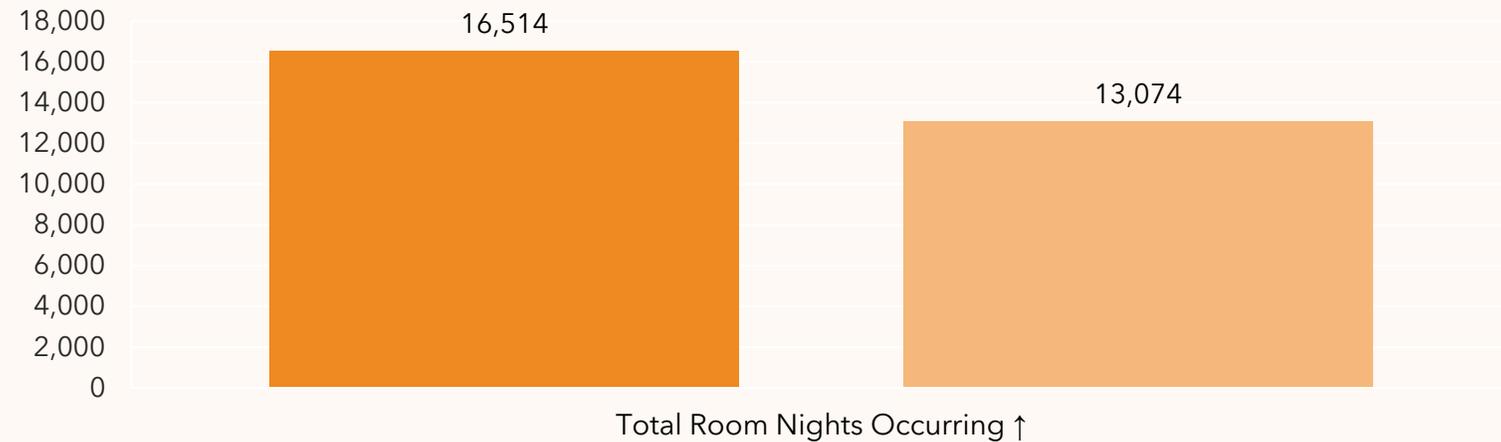
## Events Occurring

FY26 YTD    FY25 YTD



## Room Nights Occurring

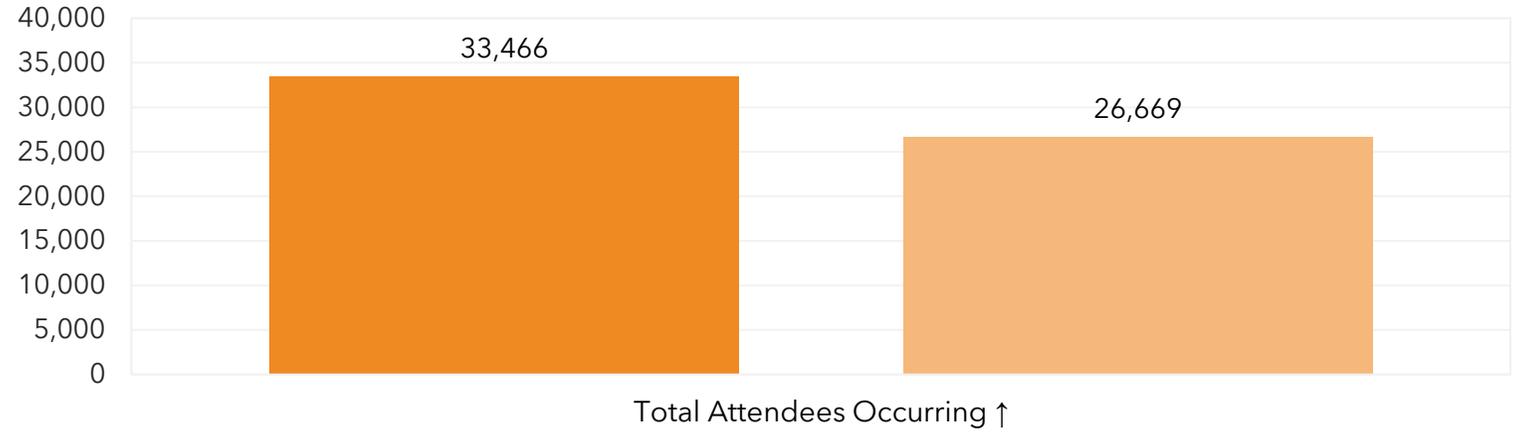
FY26 YTD    FY25 YTD



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**BUSINESS  
OCCURRING**  
FYTD through August

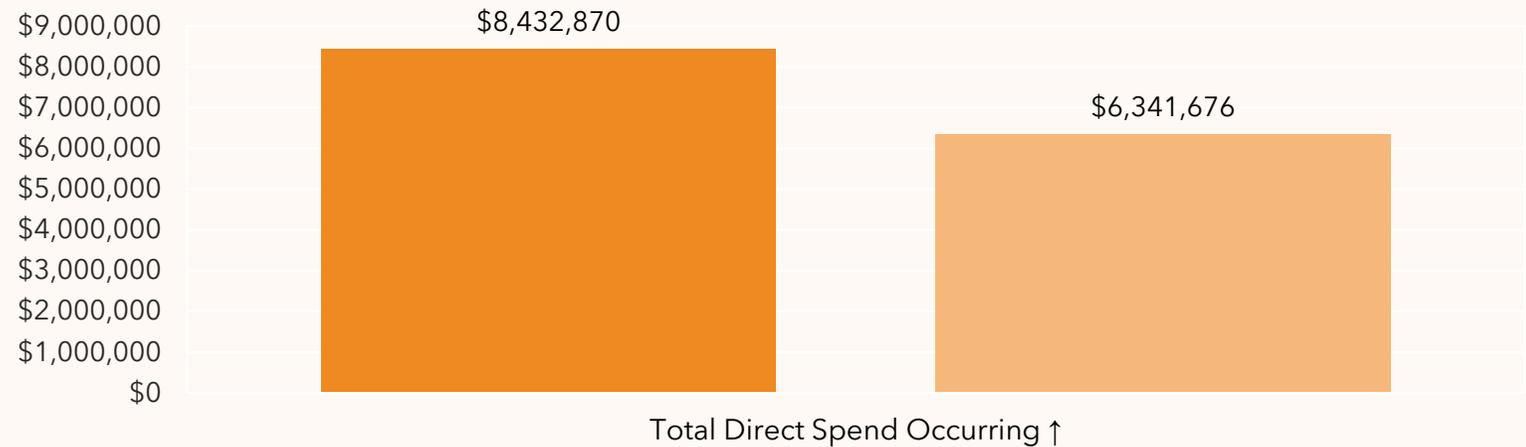
### Attendees

FY26 YTD    FY25 YTD



### Direct Spend

FY26 YTD    FY25 YTD



## 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: Women's 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
9/14/2025	New Mexico Youth Soccer Association 2025 ODP Training/Tryouts-1	1,277	201	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
9/21/2025	New Mexico Youth Soccer Association 2025 ODP Training/Tryouts-2	1,277	201	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
10/5/2025	New Mexico Youth Soccer Association 2025 ODP Training/Tryouts-3	1,277	201	No
10/5/2025	New Mexico Youth Soccer Association 2025 MLS Next-1	713	199	No
10/11/2025	USSSA - United States Specialty Sports Association 2025 USSSA Balloon Fiesta Tournament	3,564	699	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
10/18/2025	New Mexico Youth Soccer Association 2025 GA Leagues-1 (Fall)	1,426	400	No
10/19/2025	New Mexico Youth Soccer Association 2025 ODP Training/Tryouts-4	1,277	201	No
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
10/25/2025	New Mexico Activities Association 2025 State Marching Band Contest	9,900	1,942	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

## Spotlight On

# BUSINESS OCCURRING NOVEMBER 2025

<b>Arrival</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
11/1/2025	American Council of Independent Laboratories 2025 ACIL Annual Meeting	150	230	No
11/2/2025	National Trust for Historic Preservation 2025 National Trust for Historic Preservation Meeting	30	90	No
11/4/2025	Public Relations Society of America 2025 Planning Retreat	22	54	No
11/8/2025	Atomic Sisters Rugby Football Club 2025 Atomic 10s Annual Tournament	510	413	No
11/8/2025	USSSA - United States Specialty Sports Association 2025 USSSA Veteran's Day Tournament	3,168	875	No
11/12/2025	International Western Music Association 2025 IWMA Annual Convention	400	436	No
11/16/2025	American Association for Cancer Research 2025 BMSF-AACR Robert A. Winn Award Program Diversity in Clinical Trials Workshop	200	508	No
11/16/2025	National Network of Public Health Institutes 2025 Winn CDA Annual Convening	160	392	No