Visit Albuquerque Destination Dashboard

August 2026 Report





Lodging



Industry Performance

Air Service





Albuquerque

LODGERS' TAX SNAPSHOT

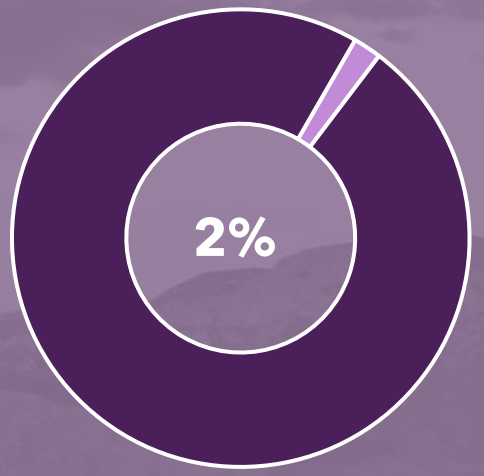
2027 Fiscal Year-to-Date through July

Total Lodgers' Tax Revenue Collected

$1,578,794

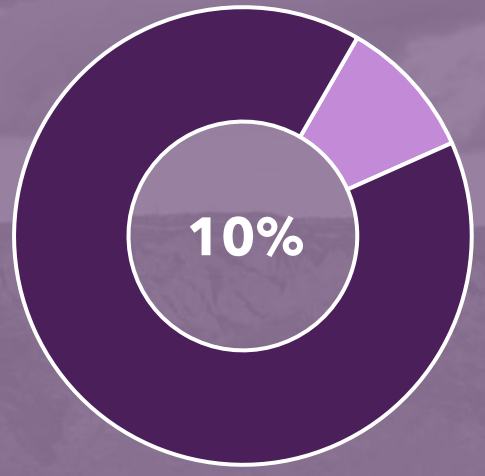
+7% vs July 2025

Delinquent Share of Lodgers' Tax Revenue Collected



0 pts vs July 2025

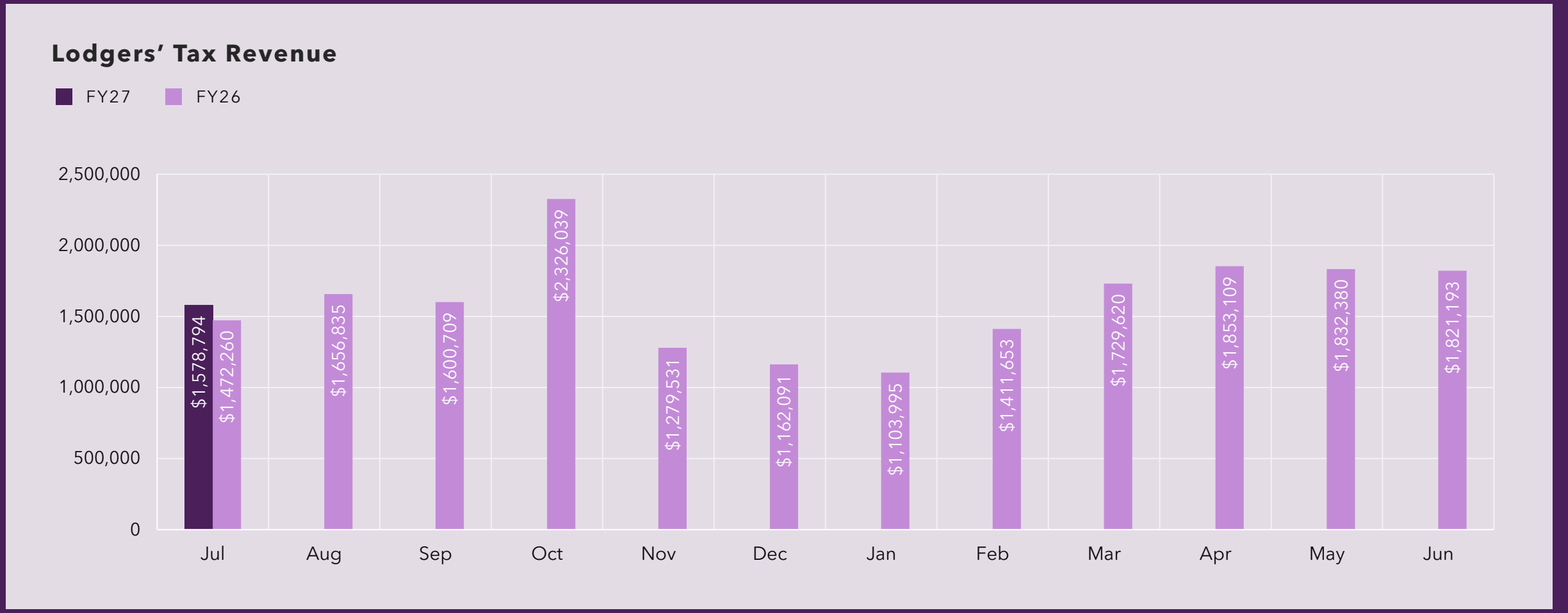
Short-Term Rental Share of Lodgers' Tax Revenue Collected



0 pts vs July 2025

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

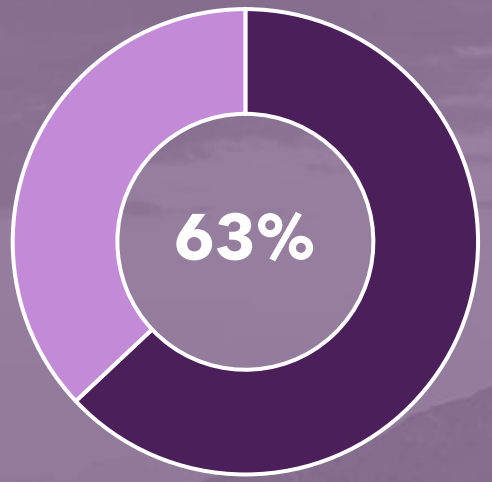


Albuquerque

HOTEL SNAPSHOT

2026 Calendar Year-to-Date through July

Occupancy



+1 pt vs July 2025

Average Daily Rate

$116

+4% vs July 2025

Revenue per Available Room

$73

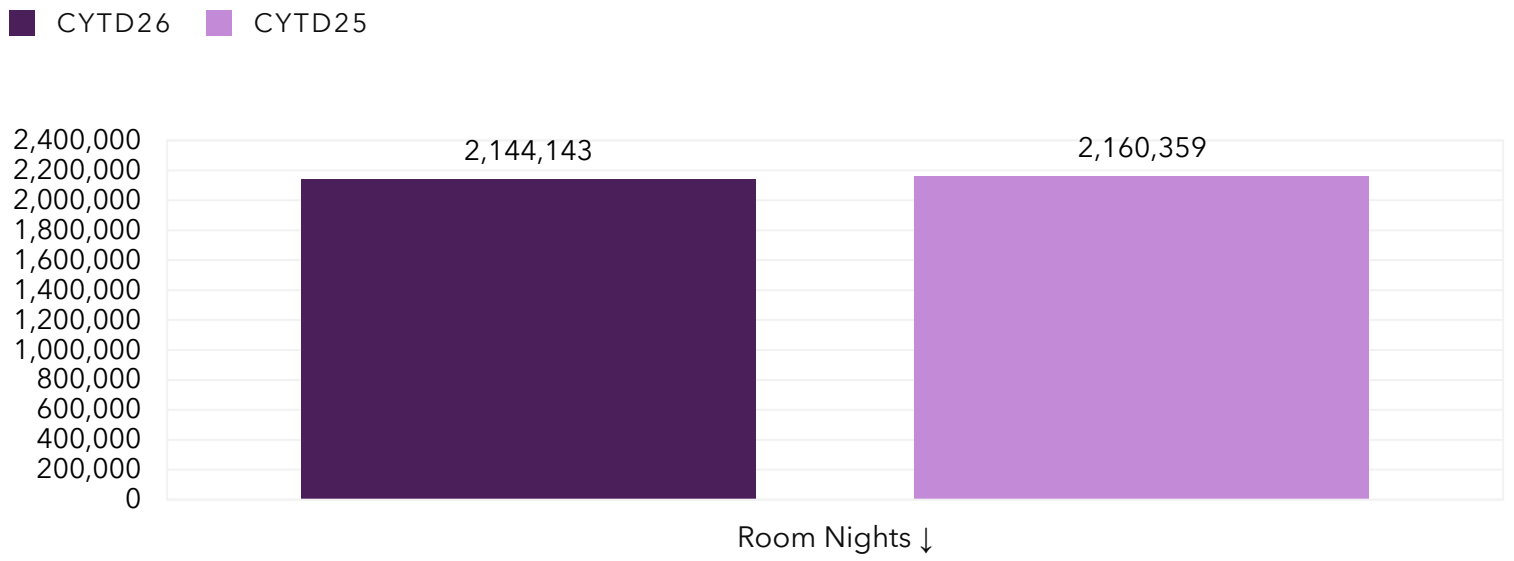
+6% vs July 2025

Albuquerque

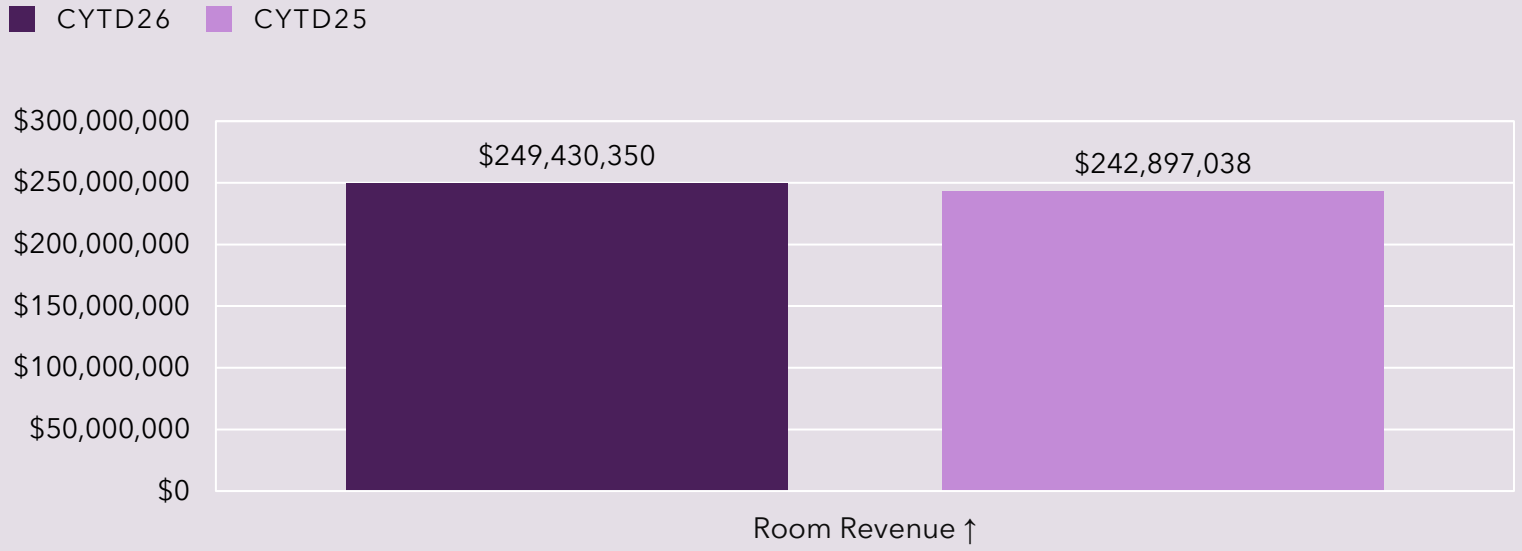
HOTEL PERFORMANCE

CYTD through July

Hotel Demand



Hotel Revenue

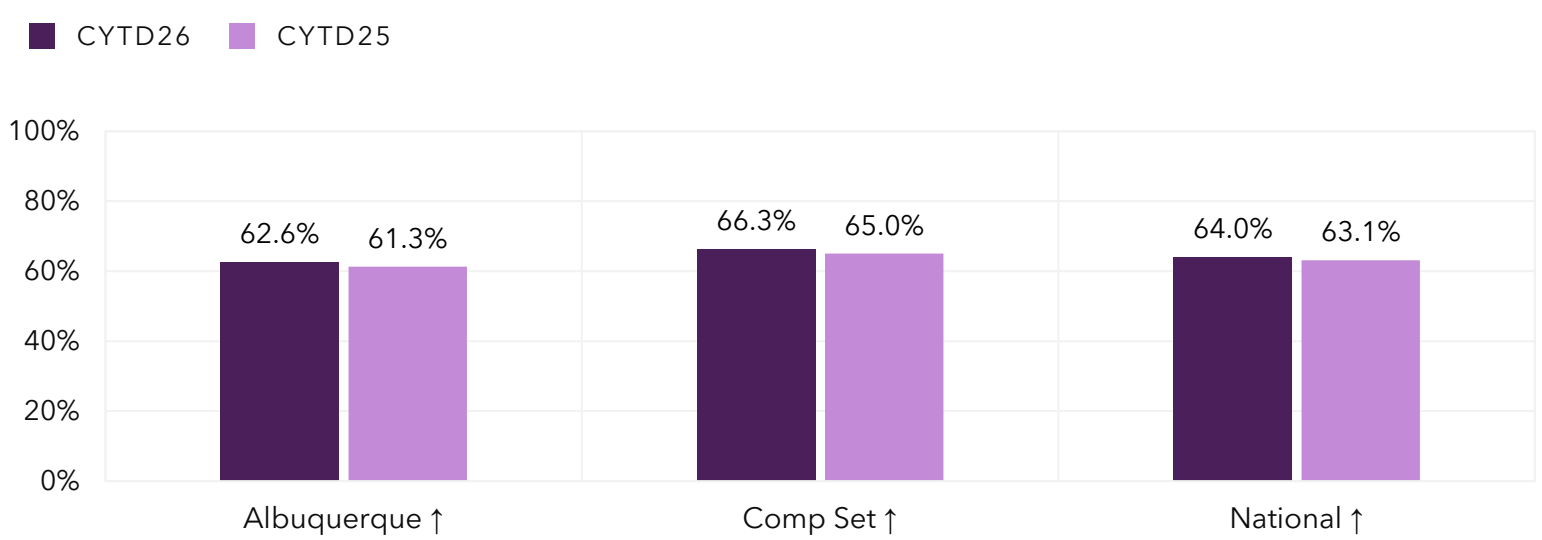


Competitor

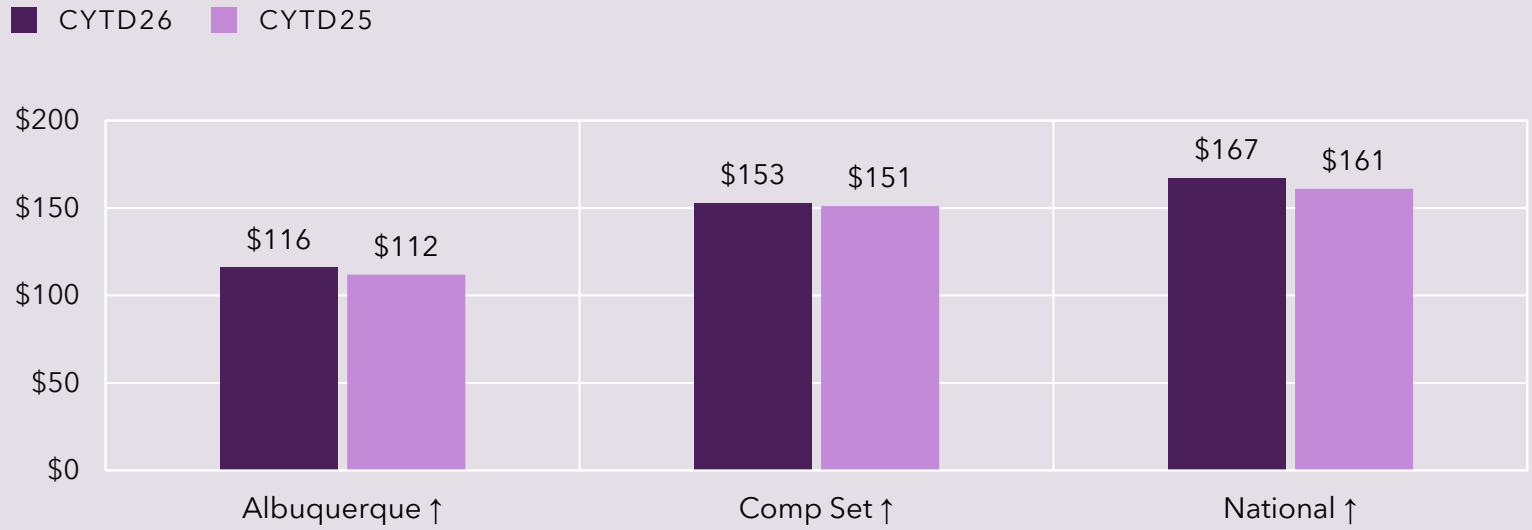
HOTEL PERFORMANCE

CYTD through July

Occupancy



Average Daily Rate



Albuquerque

AIRPORT SNAPSHOT

2027 Fiscal Year-to-Date through July

Deplaned Passengers

237,062

-6% vs July 2025

Nonstop Out of State Air Seats

311,574

-8% vs July 2025

Top 5 Origin Markets Capacity Change

Dallas	↓11%
Phoenix	↑1%
Denver	↑4%
Houston	↓11%
Las Vegas	↓3%

vs July 2025



Integrated Marketing



Marketing Performance

Brand Health





Visit Albuquerque

PAID MEDIA SNAPSHOT

2027 Fiscal Year-to-Date through August

Impressions

185M

-35% vs August 2025

Paid Social Engagement

3.0M

-21% vs August 2025

Paid Social Engagement Rate

27%

+18 pts vs August 2025

Visit Albuquerque

OWNED MEDIA SNAPSHOT

2027 Fiscal Year-to-Date through August

Website Sessions

966K

-13% vs August 2025

Social Followers

433K

+9% vs August 2025

Visitors Guide Fulfillment

4,430

+24% vs August 2025



Outreach



Destination Development & Partnership Performance

Training





Visit Albuquerque

DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2027 Fiscal Year-to-Date through August

Visitor Center Count

14,003

+6% vs August 2025

ACE Trainees

40

+38% vs August 2025

Active Partners

630

-1% vs August 2025



Bookings



Leads





Meetings, Conventions & Sports Performance

Visit Albuquerque

MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2027 Fiscal Year-to-Date through August

Citywide Room Nights Booked

12,879

+185% vs August 2025

Non-Citywide Room Nights Booked

9,395

-29% vs August 2025

Sports Room Nights Booked

14,962

+48% vs August 2025

Visit Albuquerque

SALES PERFORMANCE BY SEGMENT

Meetings



7,312 future room nights booked (-5% YOY)

4,728 future *citywide* room nights booked (+87% YOY)

Sports



14,962 future room nights (+48% YOY)

8,151 future *citywide* room nights booked (+308% YOY)

Total



22,274 future room nights booked (+25% YOY)

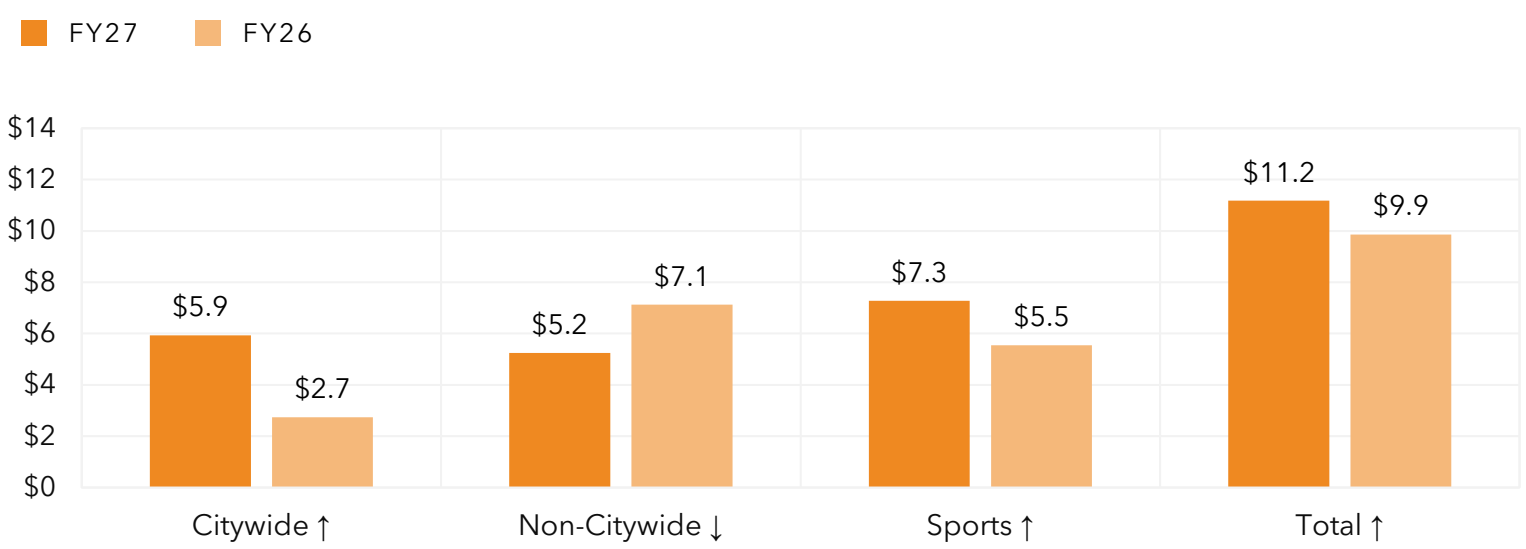
12,879 future *citywide* room nights booked (+185% YOY)

Visit Albuquerque

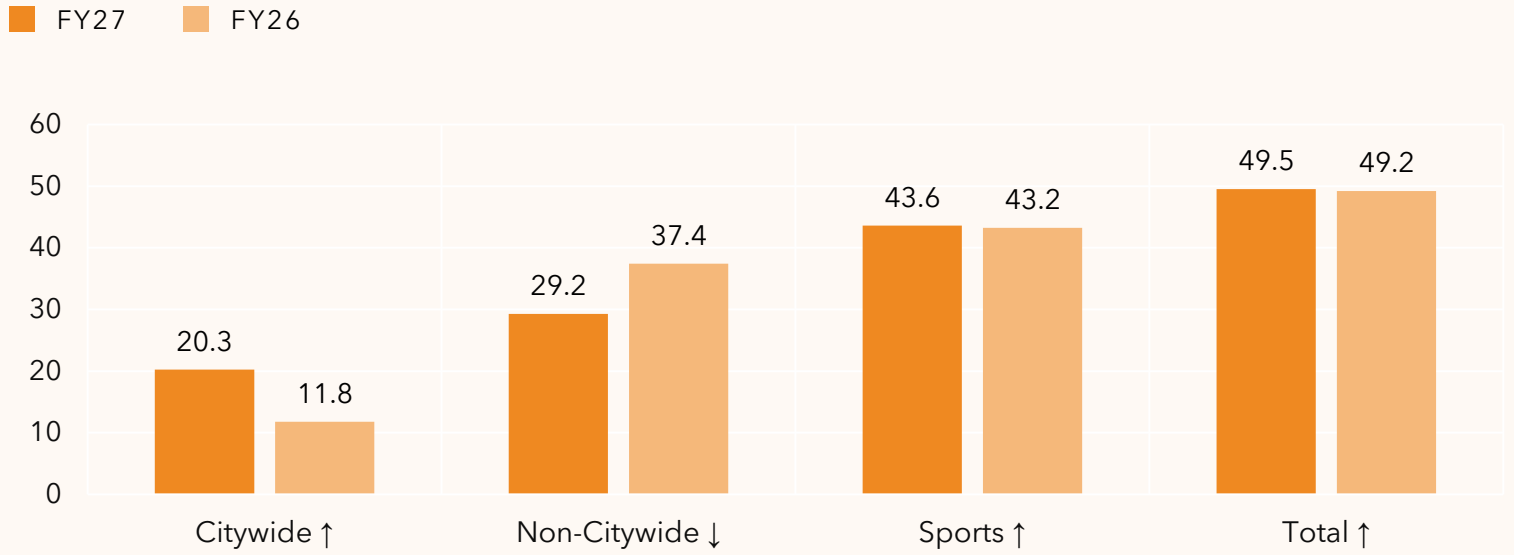
SALES PERFORMANCE

FYTD through August

Direct Spend Booked (Millions)



Attendees Booked (Thousands)

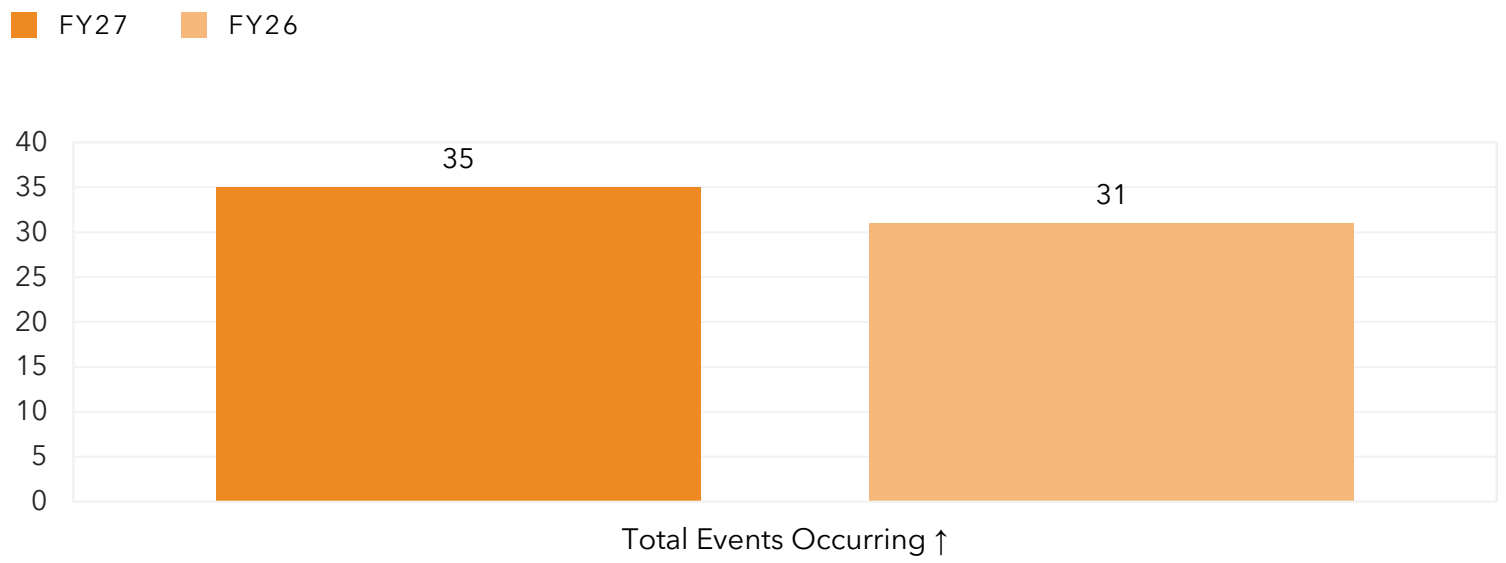


Visit Albuquerque

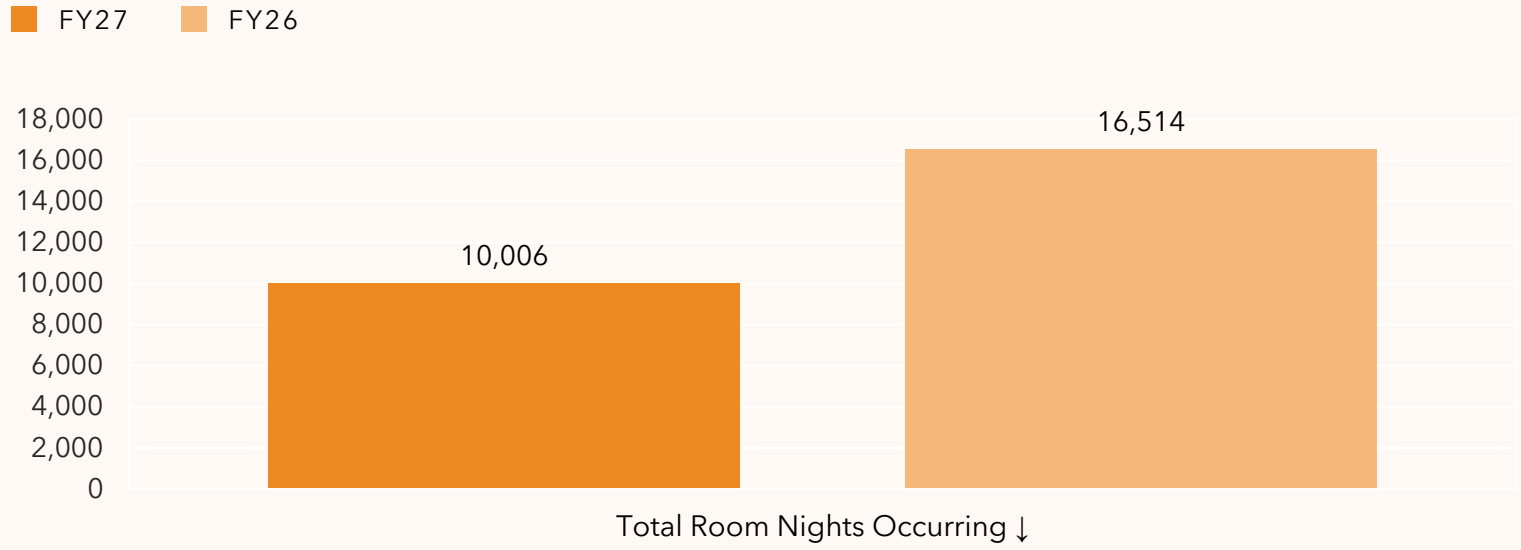
BUSINESS OCCURRING

FYTD through August

Events Occurring



Room Nights Occurring

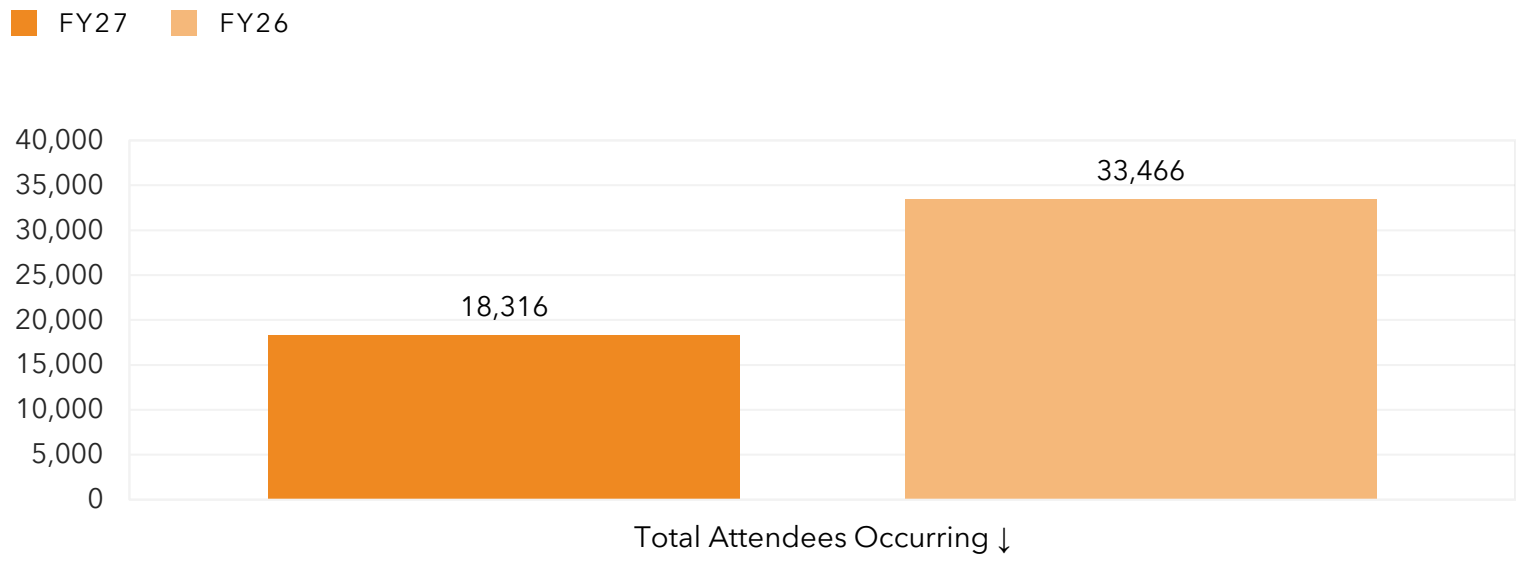


Visit Albuquerque

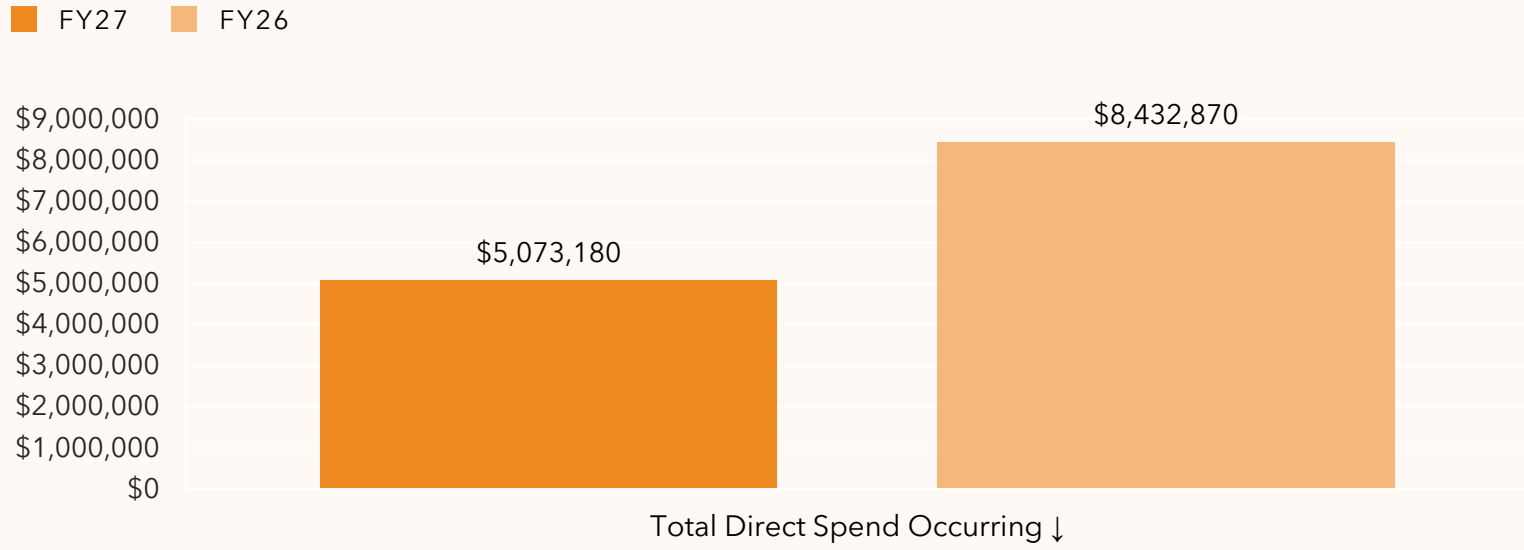
BUSINESS OCCURRING

FYTD through August

Attendees



Direct Spend



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
9/5/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Labor Day Invitational	4,435	948	No
9/5/2026	New Mexico Youth Soccer Association - 2026 CFC Fall Classic	3,432	773	No
9/11/2026	AdvocacyCon - 2026 AdvocacyCon	300	150	Yes
9/11/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Fall Challenge	2,323	544	No
9/13/2026	New Mexico Youth Soccer Association - 2026 ODP Training/Tryouts-1	1,320	141	No
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
9/17/2026	Great Minds in STEM - 2026 Great Minds in Stem Annual Conference (Booking by AHCC)	1,000	1,855	Yes
9/18/2026	New Mexico Games - 2026 Pickleball	624	275	No
9/19/2026	New Mexico Youth Soccer Association - 2026 MLS Next-1	713	259	No
9/20/2026	New Mexico Youth Soccer Association - 2026 ODP Training/Tryouts-2	1,320	141	No
9/22/2026	National Fund for Workforce Solutions - 2026 Shift Conference	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	135	200	No
9/26/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Jr. Varsity High School Championships	1,056	230	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
10/3/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Satellite Tournament	1,267	156	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
10/10/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Balloon Fiesta Tournament	4,910	321	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
10/22/2026	Professional Golfers Association of America - 2026 17u PGA Jr. League Championship	317	426	No
10/23/2026	USA Climbing - 2026 Yank-n-Yard Competition	2,175	988	No
10/23/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Fall Finale	2,112	495	No
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

Spotlight On

BUSINESS OCCURRING NOVEMBER 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
11/1/2026	Jackrabbit Race Management, LLC - 2026 Albuquerque Running Fiesta	1,266	301	No
11/2/2026	National Association of Wheat Growers - 2026 US Wheat / NAWG Joint Fall Conference	150	344	No
11/3/2026	New Mexico Department of Health - 2026 Head to Toe Conference	600	220	Yes
11/4/2026	Southwest Association of Student Financial Aid Administrators - 2026 SWASFAA/NMASFAA Super Conference	300	515	No
11/5/2026	Pet Sitters International - 2026 Pet Sitter World Educational Conference	175	275	No
11/6/2026	Episcopal Diocese of the Rio Grande - 2026 74th Annual Convention of the Episcopal Diocese of the Rio Grande	35	35	No
11/6/2026	One Hockey - 2026 OneHockey Albuquerque	1,485	1,059	No
11/7/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Veteran's Day Tournament	4,712	958	No
11/7/2026	Atomic Sisters Rugby Football Club - 2026 Atomic 10s Annual Tournament	588	469	No
11/8/2026	Southwest Association of Student Assistance Program - 2026 Southwest Association of Student Assistance Program (SWASAP) Annual Conference	300	822	No
11/11/2026	International Western Music Association - 2026 IWMA Annual Convention	400	436	No
11/11/2026	New Mexico Water Resources Research Institute - 2026 Annual New Mexico Water Conference	250	85	No
11/12/2026	NCAA - 2026 DI Mountain Regional Men's and Women's Cross Country Championships	399	413	No
11/12/2026	The Barral Institute - 2026 November Health Care Seminar	44	50	No
11/14/2026	New Mexico Games - 2026 Baseball	1,980	719	No