

# Visit Albuquerque Destination Dashboard

October 2025 Report



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**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE



Lodging



Industry  
Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

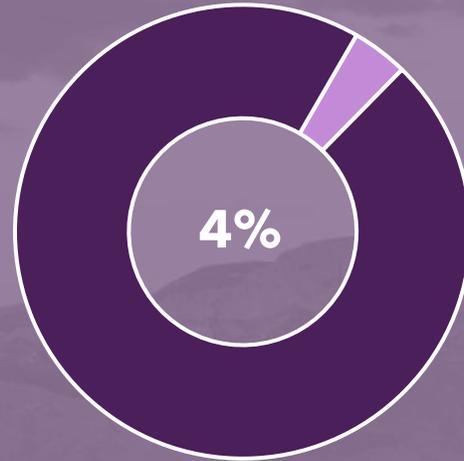
2026 Fiscal Year-to-Date through September

Total Lodgers' Tax Revenue  
Collected

**\$4,729,805**

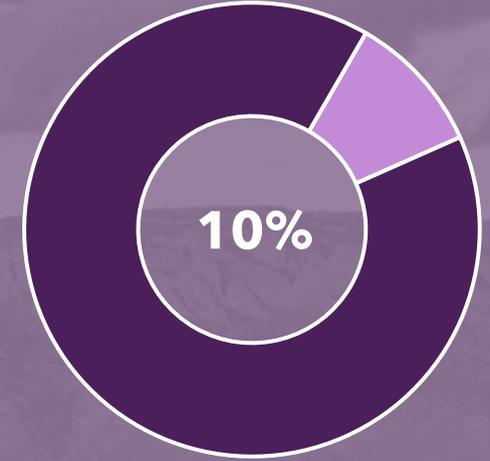
-4% vs September 2024

Delinquent Share of Lodgers' Tax  
Revenue Collected



-2 pts vs September 2024

Short-Term Rental Share of  
Lodgers' Tax Revenue Collected



0 pts vs September 2024

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# LODGERS' TAX COLLECTIONS BY MONTH

## Lodgers' Tax Revenue

FY26 FY25

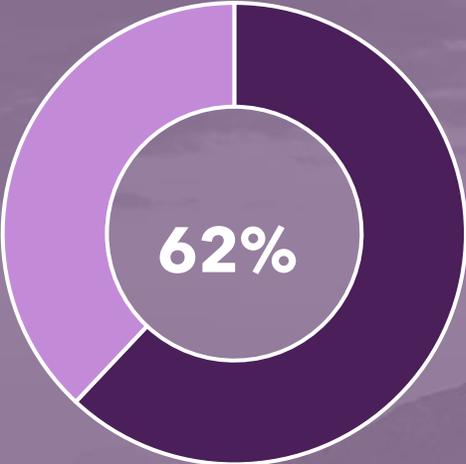


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# HOTEL SNAPSHOT

2025 Calendar Year-to-Date through September

Occupancy



-3 pts vs September 2024

Average Daily Rate



-3% vs September 2024

Revenue per Available Room



-7% vs September 2024

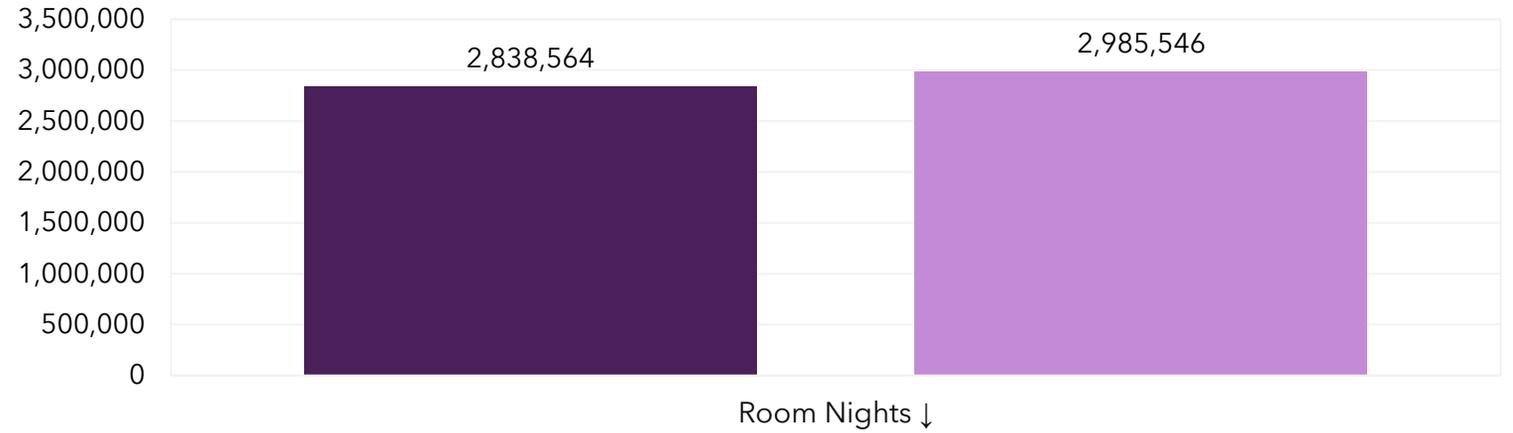
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# HOTEL PERFORMANCE

CYTD through September

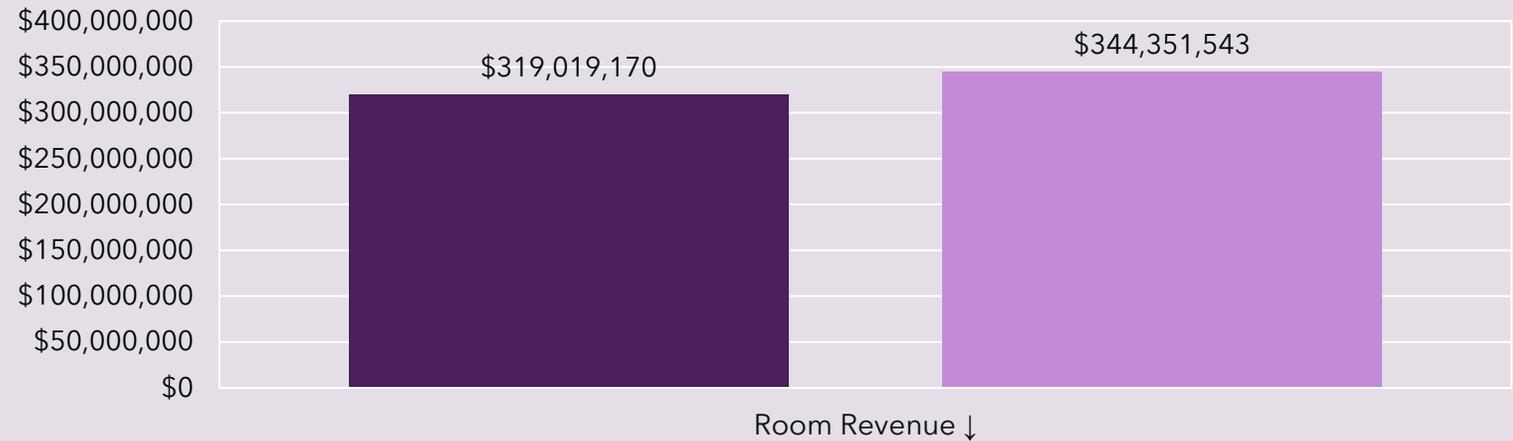
## Hotel Demand

■ CYTD25 ■ CYTD24



## Hotel Revenue

■ CYTD25 ■ CYTD24



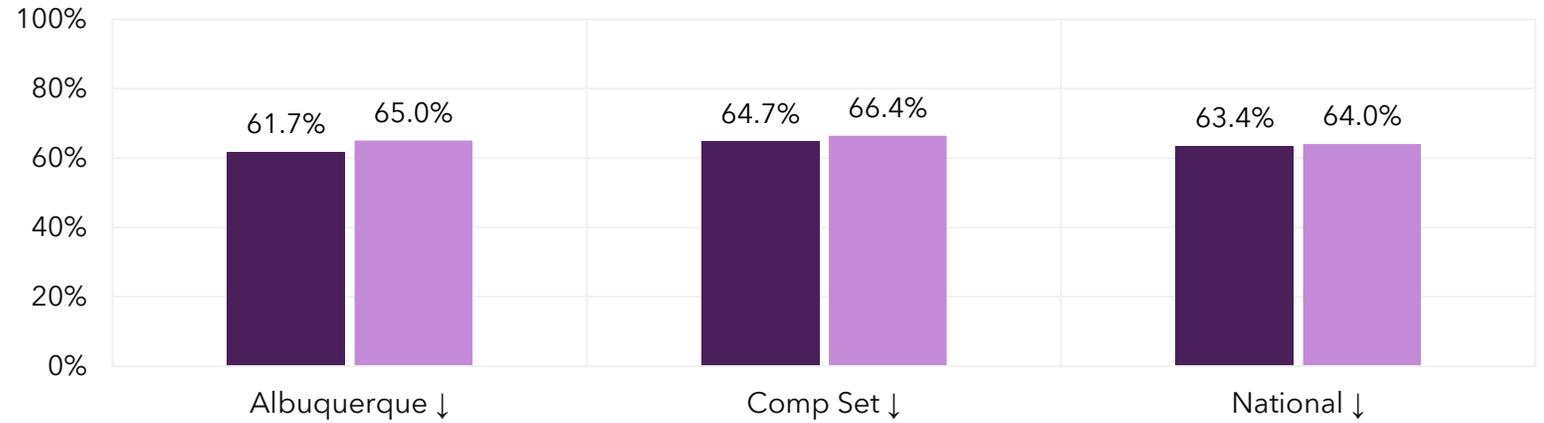
Competitor

# HOTEL PERFORMANCE

CYTD through September

## Occupancy

■ CYTD25 ■ CYTD24



## Average Daily Rate

■ CYTD25 ■ CYTD24



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# AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through September

Deplaned Passengers

**504,632**

+3% vs September 2024

Nonstop Out of State Air Seats

**934,854**

+1% vs September 2024

Top 5 Origin Markets  
Capacity Change

Dallas	→0%
Denver	↑2%
Phoenix	→0%
Houston	↑1%
Chicago	↑12%

vs September 2024



Integrated  
Marketing



Marketing  
Performance

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Brand Health



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# MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through October

Impressions

**490**

-33% vs October 2024

Website Sessions

**2.3M**

+8% vs October 2024

Social Followers

**411K**

+11% vs October 2024



# STAY AMAZING

BOOK YOUR STAY

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# OVERNIGHT SENSATION

FIND UNIQUE LODGING

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# MAKE ROOM ON YOUR CAMERA ROLL

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# EXPLORE ALBUQUERQUE. FIND YOURSELF.

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# TURN MOMENTS INTO MEMORIES

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# TIMELESS RECIPES, MADE DAILY

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Outreach



Destination  
Development &  
Partnership  
Performance

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Training



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# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through October

Visitor Center Count

**32,755**

+6% vs October 2024

ACE Trainees

**70**

-51% vs October 2024

Active Partners

**632**

0% change vs October 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 October

Citywide Room Nights Booked

**31,258**

-13% vs October 2024

Non-Citywide Room Nights Booked

**23,754**

+38% vs October 2024

Sports Room Nights Booked

**39,818**

+2% vs October 2024

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# SALES PERFORMANCE BY SEGMENT

## Meetings



15,914 future room  
nights booked  
(+6% YOY)

6,137 future  
*citywide* room  
nights booked  
(-15% YOY)

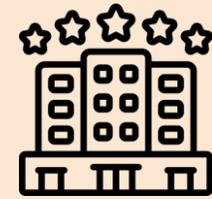
## Sports



39,818 future  
room nights  
(+2% YOY)

25,121 future  
*citywide* room  
nights booked  
(-13% YOY)

## Total



55,012 future room  
nights booked  
(+3% YOY)

31,258 future  
*citywide* room  
nights booked  
(-13% YOY)

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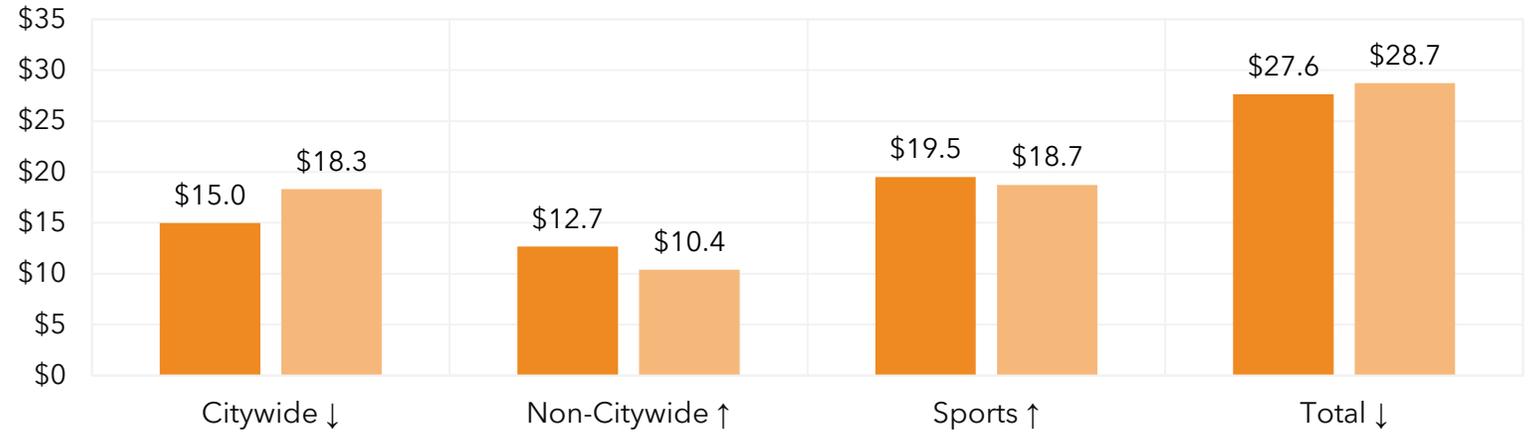
# SALES

# PERFORMANCE

FYTD through October

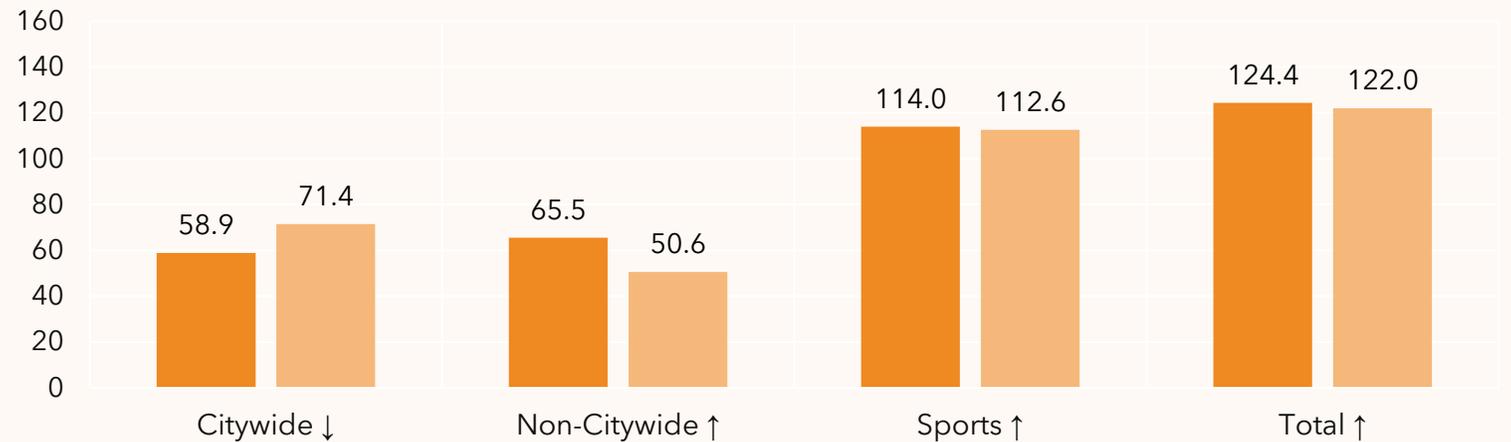
## Direct Spend Booked (Millions)

FY26 YTD    FY25 YTD



## Attendees Booked (Thousands)

FY26 YTD    FY25 YTD



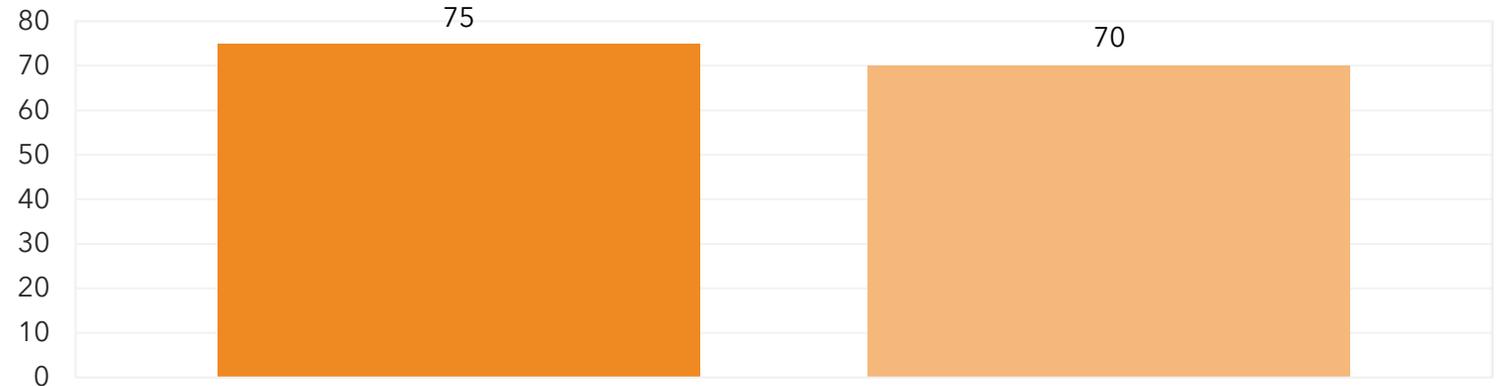
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# BUSINESS OCCURRING

FYTD through October

## Events Occurring

FY26 YTD    FY25 YTD



Total Events Occurring ↑

## Room Nights Occurring

FY26 YTD    FY25 YTD

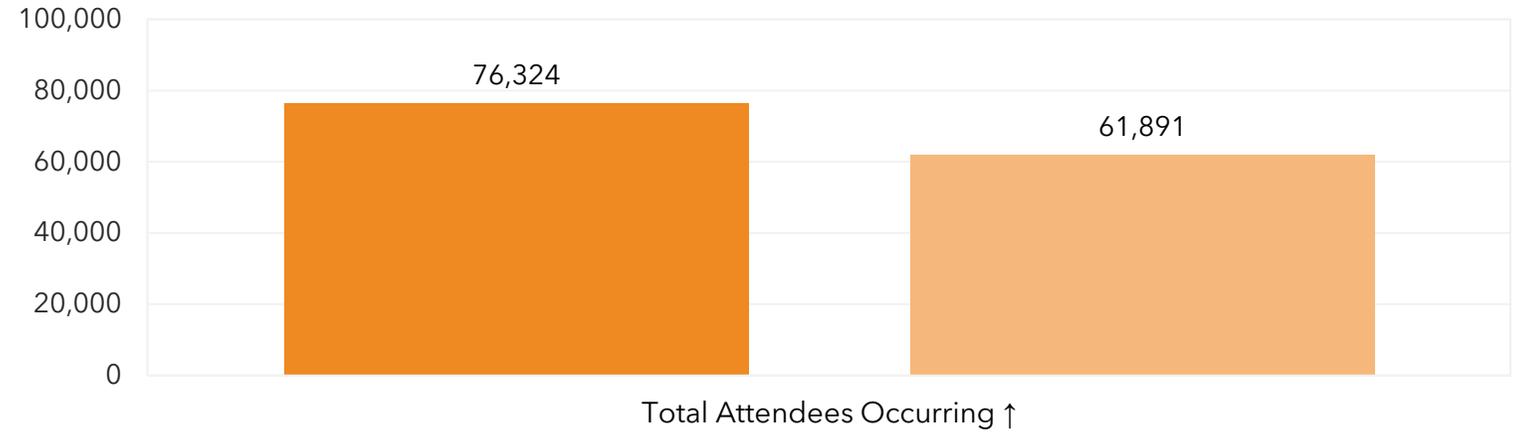


Total Room Nights Occurring ↑

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**BUSINESS  
OCCURRING**  
FYTD through October

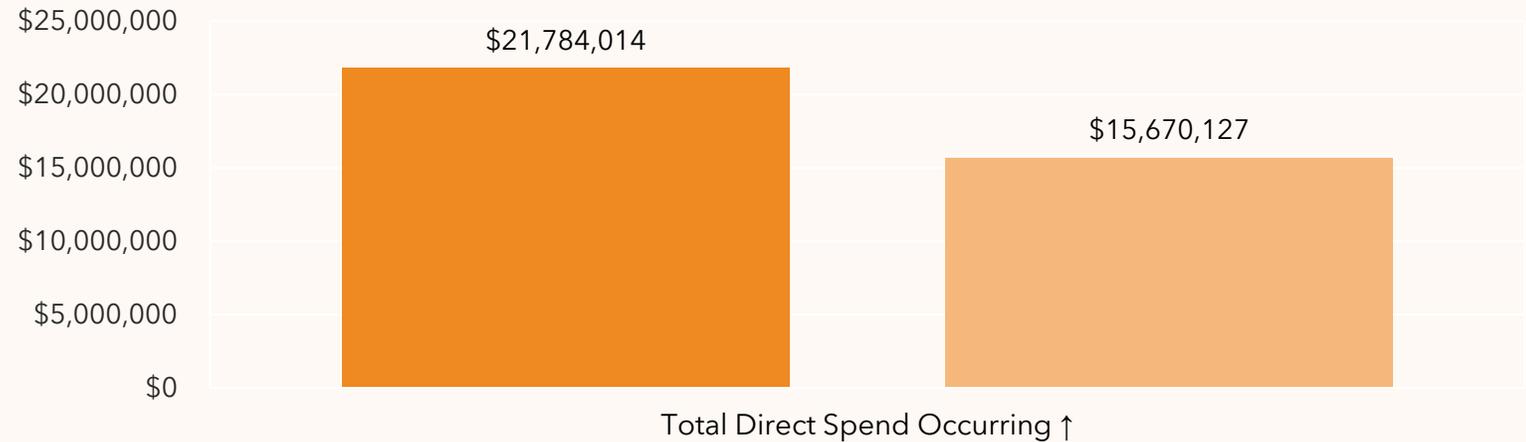
### Attendees

FY26 YTD    FY25 YTD



### Direct Spend

FY26 YTD    FY25 YTD



## Spotlight On

# BUSINESS OCCURRING NOVEMBER 2025

<b>Dates</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
11/1 - 11/2/25	New Mexico Youth Soccer Association - 2025 Bosque Cup	2,772	81	No
11/1 - 11/7/25	American Council of Independent Laboratories - 2025 ACIL Annual Meeting	150	230	No
11/2 - 11/4/25	National Trust for Historic Preservation - 2025 National Trust for Historic Preservation Meeting	30	90	No
11/4 - 11/5/25	Public Relations Society of America - 2025 Planning Retreat	22	54	No
11/7 - 11/8/25	New Mexico Activities Association - 2025 State Soccer Championships	3,465	1,662	No
11/8 - 11/8/25	Atomic Sisters Rugby Football Club - 2025 Atomic 10s Annual Tournament	510	413	No
11/8 - 11/8/25	New Mexico Activities Association - 2025 State Cross Country Championships	2,970	1,198	No
11/8 - 11/9/25	USSSA - United States Specialty Sports Association - 2025 USSSA Veteran's Day Tournament	3,168	875	No
11/8 - 11/9/25	New Mexico Youth Soccer Association - 2025 U9-U13 Gaylord Sheppard Soccer Tournament	8,613	1,189	No
11/12 - 11/16/25	International Western Music Association - 2025 IWMA Annual Convention	400	436	No
11/13 - 11/15/25	New Mexico Activities Association - 2025 State Volleyball Championships	2,970	2,329	No
11/15 - 11/15/25	USA Track & Field-New Mexico - 2025 USATF Region 10 Cross Country Championships	4,950	2,025	No
11/15 - 11/16/25	New Mexico Youth Soccer Association - 2025 U14-U19 Gaylord Sheppard Soccer Tournament	2,970	518	No
11/16 - 11/20/25	National Network of Public Health Institutes - 2025 Winn CDA Annual Convening	160	392	Yes
11/16 - 11/22/25	American Association for Cancer Research - 2025 BMSF-AACR Robert A. Winn Award Program Diversity in Clinical Trials Workshop	200	508	Yes

Spotlight On

# BUSINESS OCCURRING DECEMBER 2025

<b>Dates</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
12/1 - 12/5/25	National Farm to School Network - 2025 National Farm to Cafeteria Conference	800	702	Yes
12/5 - 12/7/25	American Cornhole League - 2025 ACL Albuquerque Open	1,250	1,624	Yes
12/6 - 12/7/25	New Mexico Youth Soccer Association - 2025 ECNL Regional League - 1	1,426	598	No
12/13 - 12/14/25	New Mexico Youth Soccer Association - 2025 ECNL Regional League - 2	1,426	598	No

## Spotlight On

# BUSINESS OCCURRING JANUARY 2026

<b>Dates</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
1/10 - 1/11/26	New Mexico Youth Soccer Association - 2026 State Cup u12-14 - Round 1	2,376	259	No
1/16 - 1/22/26	International Association of Government Officials - 2026 iGO Mid-Winter Conference	110	448	No
1/17 - 1/18/26	New Mexico Youth Soccer Association - 2026 ECNL Regional League - 3	1,426	898	No
1/19 - 1/23/26	Accredited Certifiers Association, Inc - 2026 ACA Training - ALBQ	225	821	No
1/23 - 1/24/26	UNM Track & Field - 2026 Dr. Martin Luther King Jr. Indoor Track Invitational	1,120	1,063	Yes
1/24 - 1/25/26	New Mexico Youth Soccer Association - 2026 MLS Next-3	1,426	518	No
1/26 - 1/29/26	Unitarian Universalist Ministers Association - 2026 UUMA Institute	500	748	No
1/30 - 1/31/26	UNM Track & Field - 2026 UNM Team Open	1,520	1,442	Yes
1/31 - 2/1/26	New Mexico Youth Soccer Association - 2026 GA Leagues-2	1,426	598	No