

# LOCAL PARTNERS

## **MARKETING OBJECTIVE**

ACVB provides a number of tools and learning opportunities to local partners so they may collaborate with the organization to contribute to the marketing of Albuquerque and its success as a tourism and convention destination. This collaboration also encourages them to be both fantastic ambassadors of the destination and also excellent hosts to in-market guests.

# **ACVB WEBSITE: PARTNER PLAZA**

## **DESCRIPTION**

This portion of the website is a one-stop-shop for all ACVB partner resources. Highlights include information on regular ACVB-organized partner events, a calendar of upcoming conventions, forms to submit coupons and lodging packages for website inclusion, collateral and more.

## WEB / PARTNER PLAZA LANDING PAGE

IT'S A TRIP®  
**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

FREE VISITORS GUIDE  
CLICK HERE >



SEARCH

SIGN UP FOR DISCOUNTS,  
NEWS AND EVENTS BY EMAIL  
click here for more >

VISITORS

MEETINGS

TRAVEL TRADE

**PARTNERS**

MEDIA

BLOG

ABQ365 LOCALS

AUTHENTIC ALBUQUERQUE

THINGS TO DO

PLACES TO STAY

EVENTS

DINING

SHOPPING

SPECIALS & COUPONS

TRAVEL TOOLS

**Partners**

**PARTNERS**

Become a Partner

Contact Us

Partner Events

Marketing, Communications & Tourism

Meetings & Conventions

Resources

Manage Your Account

Logout

**Trip Planner**

You do not currently have anything in your **Trip Planner**.

**Spotlight**

**Hyatt Regency**  
Downtown hotel with rooftop pool - [CLICK HERE](#)

**Old Town Tours**  
History & Ghost Tours of Old Town

**Classic Concerts**  
Old School "Soul" Concert Series  
[Click Here](#)



Home / Partners

**ALBUQUERQUE CONVENTION & VISITORS BUREAU PARTNER PLAZA**

Partner Plaza is a secure section of our website, which includes information about all of your partner benefits.  
  
To enter Partner Plaza please login below with your username (email) and password and click on the **Login** button.

**Partner Login**

Username:

Password:

Login

If you are experiencing difficulties with logging in, please contact Jessica Turpin at 505-222-4338 or [turpin@visitabq.org](mailto:turpin@visitabq.org).

**Become a Partner** of Albuquerque Convention & Visitors Bureau to take advantage of all the benefits listed below and more.



**Convention Calendar**



**Partner Events**

**Featured Partner**



**Cliffs Amusement Park**  
4800 Osuna NE 87109  
505-881-9373 ext. 120  
[GroupSales@CliffsAmusementPark.com](mailto:GroupSales@CliffsAmusementPark.com)  
[www.CliffsAmusementPark.com](http://www.CliffsAmusementPark.com)

It's not too early to plan your company party! In fact, it is the perfect time!  
Whether your company has 25 employees or several thousand, treat them to an old-fashioned picnic at Cliff's Amusement Park. Cliff's is the only place in New Mexico with amusement park attractions, including, Family Rides, Thrill Rides, Kiddieland and Cliff's WaterMania! We offer great games and good food, too!  
  
All company parties include:  
Exclusive private event area with

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/)

ACVB RESPONSE TO RFP — SOLICITATION No. P2015000056

## WEB / EXAMPLE PARTNER EXTRANET

Albuquerque CVB Member Extranet

Welcome, Albuquerque Convention & Visitors Bureau

LOGOUT

Member Record

Partner Bulletins

ACCOUNT DETAIL: ALBUQUERQUE CONVENTION & VISITORS BUREAU

Account Information

Account ID: <b>53070523</b>	Status: <b>ACTIVE</b>
Account: <b>Albuquerque Convention &amp; Visitors Bureau</b>	Region: <b>Downtown</b>
Account (sort): <b>Albuquerque Convention &amp; Visitors Bureau</b>	Email: <b>info@VisitAbq.org</b>
Parent:	Web Site: <b><a href="http://www.VisitAbq.org">www.VisitAbq.org</a></b>
Formerly: <b>info@itsatrip.org; www.itsatrip.org</b>	

Phone/Fax Numbers

Primary: <b>(505) 842-9918</b>	Alternate:
Toll Free: <b>(800) 284-2282</b>	Fax: <b>(505) 247-9101</b>

Address Information

Physical Address	Billing Address	Shipping Address
<b>20 First Plaza Ctr. N.W. Ste. 601 Albuquerque, NM 87102 UNITED STATES</b>	<b>P.O. Box 26866 Albuquerque, NM 87125-6866 UNITED STATES</b>	<b>P.O. Box 26866 Albuquerque, NM 87125-6866 UNITED STATES</b>

Additional Fields

General

Sub-Status

Member Record | Partner Bulletins

Version 3.0, Copyright ©2003-2015 simpleview, Inc. All rights reserved.

simpleview

AVAILABLE TO PARTNERS VIA LOGIN



## WEB / BECOME A PARTNER

The screenshot shows the 'Partners' page of the Albuquerque Convention & Visitors Bureau website. The header includes navigation links: Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABQ365 Locals. The main navigation bar lists: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. The page title is 'Partners'. A sidebar on the left contains links: PARTNERS, Become a Partner, About ACVB, Partner Resources, Testimonials, Contact Us, Partner Events, Marketing, Communications & Tourism, Meetings & Conventions, Resources, Manage Your Account, and Logout. The main content area features a large image of the Albuquerque skyline at night. Below the image, the text reads: 'JOIN ACVB BY BECOMING A PARTNER! Conventions and tourism bring new dollars to Albuquerque, but these visitors do not come by chance. It takes the efforts of an aggressive, effective and experienced marketing force such as the Albuquerque Convention and Visitors Bureau. Help us promote your business and our community by becoming a partner today! For additional information on becoming a partner of ACVB, please contact: 505-222-4307 or 800-733-9918 ext. 3307 or e-mail: enroll@visitabq.org'. A section titled 'ACVB partnership is an affordable way to reach thousands of visitors!' states: 'These are just a few of the many benefits that all ACVB partners are entitled to. Please call the ACVB Development Division at 505-222-4307 for additional information.' Below this, 'ACVB Partner Benefits' are listed: 'Internet Listing' and 'It is the single most powerful marketing tool of the century. More and more consumers are tapping into the information available on the Internet. ACVB's website contains the most up-to-date comprehensive information about Albuquerque for visitors, meeting planners, travel trade and media. All of ACVB's publications are duplicated in some form and can be found on ACVB's website.' A 'Spotlight' section on the left highlights three partners: Hyatt Regency, Balloon Rides, and Hotel Andaluz. A small inset image in the bottom right corner shows a thumbnail of the website's home page.

IT'S A TRIP®  
**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

**FREE VISITORS GUIDE**  
CLICK HERE >

**SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL**  
click here for more >

**AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS**

# Partners

**PARTNERS**

**Become a Partner**

- About ACVB
- Partner Resources
- Testimonials

**Contact Us**

**Partner Events**

**Marketing, Communications & Tourism**

**Meetings & Conventions**

**Resources**

**Manage Your Account**

**Logout**

**Trip Planner**  
You do not currently have anything in your **Trip Planner**.

**Spotlight**

**Hyatt Regency**  
Downtown hotel with rooftop pool - **CLICK HERE**

**Balloon Rides**  
Rainbow Ryders - The Experience of a Lifetime!

**Hotel Andaluz**  
Historic Downtown Boutique Hotel and Restaurant

**JOIN ACVB BY BECOMING A PARTNER!**

Conventions and tourism bring new dollars to Albuquerque, but these visitors do not come by chance. It takes the efforts of an aggressive, effective and experienced marketing force such as the Albuquerque Convention and Visitors Bureau. Help us promote your business and our community by becoming a partner today!

For additional information on becoming a partner of ACVB, please contact:  
505-222-4307 or 800-733-9918 ext. 3307 or e-mail:  
[enroll@visitabq.org](mailto:enroll@visitabq.org)

**ACVB partnership is an affordable way to reach thousands of visitors!**

These are just a few of the many benefits that all ACVB partners are entitled to. Please call the ACVB Development Division at 505-222-4307 for additional information.

**ACVB Partner Benefits**

**Internet Listing**

It is the single most powerful marketing tool of the century. More and more consumers are tapping into the information available on the Internet. ACVB's website contains the most up-to-date comprehensive information about Albuquerque for visitors, meeting planners, travel trade and media. All of ACVB's publications are duplicated in some form and can be found on ACVB's website.

The Internet Listing *differs* from the printed Visitor Guide listing. ACVB's website features all active marketing partners. With their membership, partners receive a 100-word listing, up to six graphics with

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/JOIN-ACVB/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/JOIN-ACVB/)



## WEB / LODGING PACKAGES SUBMISSION FORM

The screenshot shows the Albuquerque Convention & Visitors Bureau website. The header includes the logo "ALBUQUERQUE CONVENTION & VISITORS BUREAU" and navigation links: Visitors, Meetings, Travel Trade, Partners, Media, Blog, ABQ365 Locals. A search bar and a "FREE VISITORS GUIDE" link are also present. The main navigation bar lists: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, TRAVEL TOOLS. The "Partners" section is active, showing a sidebar with links like "Become a Partner", "Contact Us", "Partner Events", "Marketing, Communications & Tourism", "ABQ365", "ACVB Website", "Co-op Advertising", "Featured Partner", "Media Relations", "Official Visitors Guide", "Social Media Opportunities", "Specials & Coupons", "E-Coupons", "E-Coupon Submission Form", "Packages & Deals", "Travel Trade", "Visitor Center & Brochure Distribution", "Meetings & Conventions", "Resources", "Manage Your Account", "Logout", and "Trip Planner". The main content area is titled "PACKAGES & DEALS SUBMISSION FORM" and contains the following text:

Thank you for participating in ACVB's lodging package program. This program is for ACVB Partners only. Please complete the form below to submit your special lodging package to ACVB.

We will use a photo from your listing to promote your package unless you have a specific photo that you would like to use. If you have a photo that you would like to use to promote your package, please email it to [marketing@visitaabq.org](mailto:marketing@visitaabq.org). These lodging packages will be available to visitors on our Packages & Deals web page [www.visitalbuquerque.org/specials-coupons/packages/](http://www.visitalbuquerque.org/specials-coupons/packages/).

The form fields are:

- Company Name:
- Address Line 1:
- Address Line 2:
- City:
- State:
- Zip:
- First Name:
- Last Name:
- Email:
- Phone:
- Package Name:
- Package Type:
- Package Description (include price ranges, starting price, package inclusions, etc):
- Package Savings:

The URL at the bottom of the page is [www.visitalbuquerque.org/partners/mct/specials-coupons/packages-submission-form/](http://www.visitalbuquerque.org/partners/mct/specials-coupons/packages-submission-form/).

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SPECIALS-COUPONS/PACKAGES-SUBMISSION-FORM/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SPECIALS-COUPONS/PACKAGES-SUBMISSION-FORM/)

## WEB / SOCIAL MEDIA OPPORTUNITIES FOR PARTNERS

The screenshot shows the Albuquerque Convention & Visitors Bureau website. The header includes the logo "IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU" and navigation links: Visitors, Meetings, Travel Trade, Partners, Media, Blog, ABQ365 Locals. A "FREE VISITORS GUIDE" download link and a "SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL" form are also present. A red navigation bar contains links: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, TRAVEL TOOLS. The main content area is titled "Partners" and features a sidebar with links like "Become a Partner", "Contact Us", "Partner Events", "Marketing, Communications & Tourism", "ABQ365", "ACVB Website", "Co-op Advertising", "Featured Partner", "Media Relations", "Official Visitors Guide", "Social Media Opportunities", "Specials & Coupons", "Travel Trade", "Visitor Center & Brochure Distribution", "Meetings & Conventions", "Resources", "Manage Your Account", "Logout", and "Trip Planner". The main content area is titled "SOCIAL MEDIA OPPORTUNITIES" and lists several bullet points about social media posts, email promotion, Facebook fans, and social media handles. It also includes sections for "Visit ABQ" and "#VisitABQ" with social media links for Facebook, Twitter, YouTube, Pinterest, Flickr, and Instagram. A "Spotlight" section is at the bottom left.

IT'S A TRIP®  
**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

**FREE VISITORS GUIDE**  
CLICK HERE >

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL  
click here for more >

**Partners**

**PARTNERS**

Become a Partner

Contact Us

Partner Events

**Marketing, Communications & Tourism**

ABQ365

ACVB Website

Co-op Advertising

Featured Partner

Media Relations

Official Visitors Guide

**Social Media Opportunities**

Specials & Coupons

Travel Trade

Visitor Center & Brochure Distribution

**Meetings & Conventions**

**Resources**

Manage Your Account

Logout

**Trip Planner**  
You do not currently have anything in your Trip Planner.

**Spotlight**

**SOCIAL MEDIA OPPORTUNITIES**

- Most of our social media posts are generated out of new partner news or events on our calendar
- Email [socialmedia@visitabq.org](mailto:socialmedia@visitabq.org) to have something considered for social media promotion
- We update our 100,000+ Facebook fans with all things Albuquerque and exciting new things/offering of our partners.
- We recently launched ABQ365 and have 7,400+ fans already! This page, geared toward Albuquerque locals, will feature 365 days of events happening in the area.
- Make sure we have your social media handles so we're following you and promoting the messages you're putting out there.

**Visit ABQ**

There are lots of ways to stay connected to the Albuquerque Convention & Visitors Bureau. Become a part of our online conversation to get the latest news on the topics that matter to you—like happenings around town, photos, event details and more.

**#VisitABQ**

Tag tweets and photos with #VisitABQ. That way, we're sure to see them - and possibly share them with Albuquerque's social audience. Don't you want to #VisitABQ? We thought so.

**Facebook**  
[facebook.com/VisitABQ](https://facebook.com/VisitABQ)

**Twitter**  
[twitter.com/VisitABQ](https://twitter.com/VisitABQ)

**YouTube**  
[youtube.com/VisitABQ](https://youtube.com/VisitABQ)

**Pinterest**  
[pinterest.com/VisitABQ](https://pinterest.com/VisitABQ)

**Flickr**  
[flickr.com/VisitABQ](https://flickr.com/VisitABQ)

**Instagram**  
[instagram.com/VisitABQ](https://instagram.com/VisitABQ)

[www.visitalbuquerque.org/partners/mct/social-media/](http://www.visitalbuquerque.org/partners/mct/social-media/)

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SOCIAL-MEDIA/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SOCIAL-MEDIA/)



## WEB / PARTNER IMAGE GALLERY

IT'S A TRIP®

ALBUQUERQUE

CONVENTION & VISITORS BUREAU

[Visitors](#)
[Meetings](#)
[Travel Trade](#)
[Partners](#)
[Media](#)
[Blog](#)
[ABQ365 Locals](#)

FREE VISITORS GUIDE

CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL

click here for more >

[AUTHENTIC ALBUQUERQUE](#)
[THINGS TO DO](#)
[PLACES TO STAY](#)
[EVENTS](#)
[DINING](#)
[SHOPPING](#)
[SPECIALS & COUPONS](#)
[TRAVEL TOOLS](#)

Partners

PARTNERS

Become a Partner

Contact Us

Partner Events

Marketing, Communications & Tourism

Meetings & Conventions

Resources

Concierge Guide

Convention Calendar

Definite Booking Report

In-market Map

Newsletters

Photo Library for Partners

President Reports

Relocation List

Tips for Working with Media

Working with Meeting Planners

For Hotels Only

For Restaurants Only

Manage Your Account

Logout

Trip Planner

You do not currently have anything in your Trip Planner.

Home / Partners / Resources / Photo Library for Partners

PHOTO LIBRARY FOR PARTNERS

Please read the photo rights terms. By downloading a photo, it signifies you agree to these terms.

Click here to view the required photo captions.

A photo CD is also available to you of the pictures below for use in your marketing materials and website promotions. Inquire with the Development Marketing Coordinator for details at [news@visitabq.org](mailto:news@visitabq.org).

To download, right click & "Save as." Use the file name below.

Albuquerque Museum of Art & History  
Sculpture Garden in Historic Old Town  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_abq-museum\_008

Albuquerque Museum of Art & History  
Sculpture Garden in Historic Old Town  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_abq-museum\_029

Musician- Andrew Thomas  
Traditional Native American flute performance at the NM State Fair  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_andrew-thomas\_005

Anderson-Abruzzo  
Albuquerque International Balloon Museum  
Located at Balloon Fiesta Park  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_balloon\_museum

Cactus  
Prickly Pear  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_cactus\_025

Albuquerque International Balloon Museum  
Located at Balloon Fiesta Park  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_balloon\_museum

Downtown Dining  
Carom Club  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_carom\_club\_003

Downtown Dining  
Carom Club  
Credit: [www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
File: ACVB\_carom\_club\_003

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/PARTNER-PHOTOS/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/PARTNER-PHOTOS/)

ACVB RESPONSE TO RFP — SOLICITATION No. P2015000056



## WEB / CONVENTION CALENDAR RESOURCE

IT'S A TRIP®

**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

**FREE VISITORS GUIDE**  
CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL  
click here for more >

**AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS**

### Partners

**PARTNERS**

Become a Partner

Contact Us

Partner Events

Marketing, Communications & Tourism

**Meetings & Conventions**

Familiarization Tour & Site Inspection Tour

**Convention Calendar**

Convention Leads for Hotels

Convention Service Referrals

**Resources**

Manage Your Account

Logout

**Trip Planner**  
You do not currently have anything in your Trip Planner.

**Spotlight**

**Hyatt Regency**  
Downtown hotel with rooftop pool - [CLICK HERE](#)

**Historic Old Town**  
Restaurants - Hotels  
Shopping - Museums - B&B's - Tours & More

Home / Partners / Meetings & Conventions / **Convention Calendar**

### CONVENTION CALENDAR

This confidential annual calendar lists future meetings, association and non-association conventions, and some trade shows scheduled to be held in Albuquerque. The Convention Calendar provides the dates of the scheduled events, a contact name and address of the organization, and anticipated number of attendees. This calendar is an exclusive benefit offered only to partners of ACVB. If you would like to view the Convention Calendar, click the appropriate link below. Don't miss this opportunity to directly tap into convention business!

ACVB strongly encourages any partner wishing to contact a meeting planner, to first read the following section for best results: **Working with Meeting Planners**

[Click here to view the 2015 Convention Calendar](#)

E-mail: [meet@visitabq.org](mailto:meet@visitabq.org)

### Charrette Process and Research Findings

[View a summary of the process and key research findings](#)

In August 2010, ACVB began the Charrette® Planning process focused on the meetings and conventions business working with McKee Wallwork Cleveland. The goal of this process was to develop a clear and focused plan that would, first and foremost, benefit the destination of Albuquerque as well as hotels, the Albuquerque Convention Center and other meeting venues. The research-driven marketing process was designed to determine a primary objective, clearly define the target audience, describe Albuquerque's brand identity in terms of meetings, and ultimately create an integrated sales and marketing plan (both long- and short-term).

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/CONVENTION-CALENDAR/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/CONVENTION-CALENDAR/)



## WEB / TIPS FOR WORKING WITH MEDIA

The screenshot shows the Albuquerque Convention & Visitors Bureau website. The header includes the logo "ALBUQUERQUE CONVENTION & VISITORS BUREAU" and navigation links: Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABQ365 Locals. A search bar and a "FREE VISITORS GUIDE" link are also present. A red navigation bar contains links: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. The main content area is titled "Partners" and features a sidebar with links like "Become a Partner", "Contact Us", "Partner Events", "Marketing, Communications & Tourism", "Meetings & Conventions", "Resources", "Working with Meeting Planners", "For Hotels Only", "For Restaurants Only", "Manage Your Account", and "Logout". The main article is titled "TIPS FOR WORKING WITH MEDIA" and includes a list of tips. A photo of a group of people in a vehicle is shown next to the tips. The "Spotlight" section is partially visible at the bottom.

IT'S A TRIP®  
**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

**FREE VISITORS GUIDE**  
CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL  
click here for more >

**AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS**

### Partners

**PARTNERS**

Become a Partner

Contact Us

Partner Events

Marketing, Communications & Tourism

Meetings & Conventions

**Resources**

Concierge Guide

Convention Calendar

Definite Booking Report

In-market Map

Newsletters

Photo Library for Partners

President Reports

Relocation List

**Tips for Working with Media**

Working with Meeting Planners

For Hotels Only

For Restaurants Only

**Manage Your Account**

Logout

**Trip Planner**

You do not currently have anything in your **Trip Planner**.

*Spotlight*

Home / Partners / Resources / Tips for Working with Media

Like 0

### TIPS FOR WORKING WITH MEDIA

- Be prepared and professional, but show your personality
- Remember that we're in the travel business – this is fun!
- Think like a journalist – what would you want to know if this was your first interaction with your business/attraction? Details are crucial.
- Personal stories often add to the experience, but make sure you have covered all of your points about your business first.
- What's way down the road? They have very long lead times for print publications; they will follow up if you pique their interest.
- How can they interact with you (social media, websites, e-mail)? Put this info on your materials and make social media info available when they're at your business so they can tweet right then!
- Choose guides that are enthusiastic and passionate about your business and Albuquerque to interact with the media (they are the face of your business)
- Review the journalists outlets and previous stories ahead of time so you know who you're talking to
- Be creative
- Restaurants:
  - Be sure to showcase your best service and overall experience – make it memorable. It's about more than just the food.
  - Have copies of the full menu available.
  - Showcase your signature dishes.
  - Tell the stories of your owners, chef, restaurant concept, local growers, etc.

[WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/WORKING-WITH-MEDIA/](http://WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/WORKING-WITH-MEDIA/)



# **ACVB WEBSITE: TRAVEL MATTERS MICROSITE**

## **DESCRIPTION**

ACVB continues to utilize the Travel & Tourism Matter website and video to communicate the importance of the travel and tourism industry for the Albuquerque economy. This campaign includes speaking engagements with local leaders and business people through the Alliances and Advocacy Directors Council. [www.TravelMattersABQ.com](http://www.TravelMattersABQ.com)

## WEB / TRAVEL MATTERS - HOMEPAGE

IT'S A TRIP®

# ALBUQUERQUE


CONVENTION & VISITORS BUREAU

## Travel & Tourism Matter

*We make it work!*

TRAVEL WORKS IN ABQ POWER OF U.S. TRAVEL TESTIMONIALS RESOURCES & RESEARCH GET INVOLVED!

Travel & Tourism Matter



How much do visitors spend in Albuquerque yearly?

- \$9,000,000
- \$300,000,000
- \$2,000,000,000

*Make Travel Matter to You*

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

Travel works in Albuquerque

### The Travel and Tourism industry employs over 29,000 people in the Albuquerque metro area.

That's more than 3 times the population of Corrales.

[Learn More](#)

HOME PAGE

TRAVEL & TOURISM MATTER ALBUQUERQUE • WE MAKE TRAVEL WORK FOR YOU

[WWW.TRAVELMATTERSABQ.COM](http://WWW.TRAVELMATTERSABQ.COM)



## WEB / TRAVEL MATTERS - ALBUQUERQUE STATISTICS

IT'S A TRIP®

**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

**Travel & Tourism Matter**  
*We make it work!*

TRAVEL WORKS IN ABQPOWER OF U.S. TRAVELTESTIMONIALSRESOURCES & RESEARCHGET INVOLVED!

### Travel Works In ABQ

Travel and tourism is one of the largest private industries in the city of Albuquerque, and in the state of New Mexico. Visitors spend money at shops, restaurants, attractions, hotels, meeting facilities and countless other businesses – that's millions of dollars in outside money to stimulate the Duke City's economy each year.

#### Tourism is Big Business!

- Visitors to Bernalillo County spend approximately \$2 billion annually and \$5.5 billion statewide.
- The Bernalillo County hospitality industry supports approximately 29,000 jobs.

#### Visitor Facts and Stats

- The Albuquerque International Sunport serviced over 5.2 million passengers in CY 2011 (enplane and deplane).
- Albuquerque hosted approximately 6.1 million visitors in CY 2011 (excluding day-trip).
- The average length of stay in Albuquerque was 2.9 nights in 2011.
- The ACVB Visitor Information Centers assist over 107,000 visitors over the course of a year.
- In CY '11, 85% of New Mexico visitors traveled for leisure, 4% for meeting/convention /seminars and 11% for business.

#### Top four (4) states (besides New Mexico) visitors come from (Calendar Year 2011)

*Make Travel Matter to You*

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

**Learn More**

**Tourism produces over \$69 million in local taxes each year.**

**The average Albuquerque visitor "total trip" per party spending was \$623 in CY 2011.**

travelmattersabq.com/travel-works-in-albuquerque/

[WWW.TRAVELMATTERSABQ.COM/TRAVEL-WORKS-IN-ALBUQUERQUE/](http://WWW.TRAVELMATTERSABQ.COM/TRAVEL-WORKS-IN-ALBUQUERQUE/)

## WEB / TRAVEL MATTERS - TESTIMONIALS

### Testimonials



Jack Sturgeon  
Skip Maisel's Wholesale/Retail Indian Jewelry and Crafts

"Tourism and travel have played a large role in the success of Skip Maisel's since the 1930's. Being located on Route 66, tourism and travel is an integral part of our business. We wouldn't be as successful as we are today without the exposure and business that the tourism and travel industry brings to us with visitors from around the world."



Angela Brown  
Waitress, Buca di Beppo

*Make Travel  
Matter to You*

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

[WWW.TRAVELMATTERSABQ.COM/TESTIMONIALS/](http://WWW.TRAVELMATTERSABQ.COM/TESTIMONIALS/)



## WEB / TRAVEL MATTERS - RESOURCES & RESEARCH

IT'S A TRIP®

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU

## Travel & Tourism Matter


*We make it work!*

TRAVEL WORKS IN ABQ   POWER OF U.S. TRAVEL   TESTIMONIALS   RESOURCES & RESEARCH   GET INVOLVED!

### Resources & Research


#### Tourism Resources

- New Mexico Tourism Department
- Tourism Association of New Mexico
- American Hotel & Lodging Association (AH&LA)
- U.S. Department of Commerce: Office of Travel and Tourism Industry
- U.S. Travel Association
- United Nations World Tourism Organization
- Hospitality Trends



#### The Economic Impact of Tourism in Albuquerque

July 2012



#### Make Travel Matter to You

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

#### Tourism Research

- New Mexico Tourism Research
- Travel Effect
- Travel and Tourism Research Association
- STR Global
- ABQ Sunport
- UNM Bureau of Business & Economic Research
- The State of the American Traveler – July 2014 (PDF)

[WWW.TRAVELMATTERSABQ.COM/NEWS-RESOURCES/](http://WWW.TRAVELMATTERSABQ.COM/NEWS-RESOURCES/)

# **EMAIL MARKETING: PARTNER COMMUNICATIONS**




## **DESCRIPTION**


ACVB's membership team sends regular communications to industry partners in order to strengthen community relationships and support of tourism efforts. Two separate monthly emails highlight news and events, as well as opportunities for collaboration. Additional emails serve as invitations and reminders for ACVB-organized networking events.

## EMAIL / MONTHLY PARTNER NEWS & VIEWS

News & Views  
Having trouble viewing this newsletter? [View it online](#)  
Manage subscription preferences [here](#)

FORWARD TO A FRIEND



WWW.VISITABQ.ORG

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU

## News & Views

### UPCOMING ACVB Events

#### ACVB Events

##### Business Exchange

June 3, 2015  
Back Street Grill  
1919 Old Town Rd. N.W.  
5-7 pm

Come join us at Back Street Grill in Old Town for our business exchange. Come network with other ACVB partners, staff and volunteers. Cost is \$5 for partners and \$15 for non-partners.

#### ACE

June 23, 2015  
Stone Age Climbing Gym  
4130 Cutler Ave. N.E.  
Registration begins: 8:45 am Class begins: 9 am


ACE is a three-hour class that dives into things to do and see in the Albuquerque area as well as do's and don'ts of customer service. While it is geared towards front-line employees, this class is helpful for all positions to learn how you can better each guest experience. Cost is \$25 per student.

Pre-payment and registration is required. To register, please contact [turpin@visitabo.org](mailto:turpin@visitabo.org).

#### Partner Orientation

June 18, 2015  
ACVB First Plaza Galeria N.W.  
Suite 601  
9:30-11 am

Need a refresher course on what ACVB can do for your business? Are you a new partner who isn't sure how to take full advantage of your benefits? Be sure to reserve your spot at our FREE orientation. Space is limited! To register, email us at [partnerevents@VisitABQ.org](mailto:partnerevents@VisitABQ.org)



#### ACVB News

##### Another successful ACVB Annual Luncheon




A huge thank you goes out to all of our partners who attended the Annual Luncheon. A special thank you also goes out to the Albuquerque Convention Center for hosting us, SMG for the fabulous food, Alliance Audio Visual for making sure all of our technical needs went off without a glitch, Convention Services of the Southwest for their lovely decorations and to all of our speakers. Lastly, a special thanks to all of our [sponsors of the event](#). Without



## EMAIL / MONTHLY MARKETING TOP 5

Marketing Top 5 | Visit Albuquerque  
Having trouble viewing this newsletter? [View it online](#)  
Manage your subscription preferences [here](#)

FORWARD TO A FRIEND


  

www.visitabq.org

**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

*Marketing Top 5*

**1.**  
*Recent Rankings*



**ABQ's Recent Rankings**

**Details:** Check out all the recognition Albuquerque has recently received as a top-ranked city for friendliness, sweet treats, and girlfriend-getaway travel. [View all Albuquerque Rankings here](#).

**Noteworthy Media Mentions:**

**Travel+Leisure:** [These are the Friendliest Cities in America](#)

**Budget Travel:** [Drop Everything! 8 Girlfriend Getaways You Need NOW](#)


**Travel+Leisure:** [America's Best Cities for Sweet Teeth](#)

**Fredericksburg.com:** [Albuquerque is haven for beer, pet pals](#)

**Travel+Leisure:** [America's 20 Most Charming Cities](#)


Albuquerque's International Balloon Fiesta was voted [runner-up as Best Cultural Festival](#) in USA Today's 10Best. Thanks to everyone who voted!

**Become a member of ACVB good news.** Join today! ACVB is introducing a new good news notification program that will provide you information like this and more in a timely manner so you can share on social media and through other promotion. If you'd like to sign up for this benefit, please visit <http://www.visitalbuquerque.org/partners/good-news/>




**Find Your New Mexico True Park**

Summer is a great time to visit New Mexico's outstanding State Parks, Historic Sites and National Parks and Monuments. Beginning this June, the New Mexico Tourism Department is teaming up with New Mexico State Parks and the New Mexico Department of Cultural Affairs for the **Find Your New Mexico True Park** video contest. Find out how your business can participate in and benefit from the Find Your New Mexico True Park promotion. [Get details here.](#)



[May Calendar of Events](#)

**2.**  
*NYC Media Mission*







**NYC Media Mission Recap**

## EMAIL / PARTNER EVENT REMINDERS

Upcoming Business Exchange | Visit ABQ  
Having trouble viewing this newsletter? [View it online.](#)  
Manage subscription preferences [here.](#)

FORWARD TO A FRIEND




WWW.ITSATRIP.ORG

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU

### Upcoming Business Exchange

Wednesday, June 3, 2015  
Back Street Bar & Grill  
1919 Old Town Rd. N.W.  
Plaza Hacienda  
5-7 pm






Come join us for some networking and fresh innovative Southwestern cuisine with a Baja twist at Back Street Grill. On the menu will be some great starters like Mini Chimis, New Mexican Chile Cheese Fries and Honey Chipotle Beef Short Ribs. There will also be plenty of tacos filled with meats, fish or shrimp and plenty of guacamole to go around! Local beers will also be featured along with a great selection of wine. The entrance to the restaurant can be accessed by the Albuquerque Museum parking lot.

Admission for partners is \$5.00. We look forward to seeing you there!

## ALBUQUERQUE

Contact the Albuquerque Convention & Visitors Bureau:  
800-284-2282 or 505-842-9918 e-mail: [info@itsatrip.org](mailto:info@itsatrip.org)  
20 First Plaza Ste. 601 Albuquerque, NM 87102

GET CONNECTED:

FORWARD TO A FRIEND

UNSUBSCRIBE



## EMAIL / ANNUAL LUNCHEON EMAIL INVITATION

2015 Annual Luncheon E-Invite  
Having trouble viewing this newsletter? View it online.

FORWARD TO A FRIEND



www.VISITABQ.ORG

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU



## ANNUAL LUNCHEON

MAY 12, 2015

ALBUQUERQUE  
CONVENTION & VISITORS BUREAU

Come join us this year at the Albuquerque Convention Center! **Networking and Partner Benefits Showcase begins at 10:30am, followed by the luncheon promptly at 11:30am.** This year's event will include board elections, presentations including ACVB sales and marketing overview and remarks from industry and community leaders.

Tickets to the event are \$40 per person or \$300 for a table of eight (**parking not included**).

Please print and complete the attached [registration card](#) and return it with payment. Or, for convenience, you may also register online via the link below.

To register, or if you have any questions, please contact [partnerevents@visitabq.org](mailto:partnerevents@visitabq.org) or call us at 222-4338.

[Also, a big thank you goes out to all of our sponsors this year!](#)

**Register at [HoldMyTicket.com](http://HoldMyTicket.com) »**

**RSVP by May 5, 2015**

### ALBUQUERQUE

Contact the Albuquerque Convention & Visitors Bureau:  
800-284-2282 or 505-842-9918 e-mail: [info@visitabq.org](mailto:info@visitabq.org)  
20 First Plaza Ste. 601 NW, Albuquerque, NM 87102

GET CONNECTED:

FORWARD TO A FRIEND

UNSUBSCRIBE

# LOCAL PARTNER COLLATERAL

## DESCRIPTION

The ACVB provides a number of tools and learning opportunities to local partners so that they can be both fantastic ambassadors of the destination and also excellent hosts to in-market guests.



# VISITORS WELCOME

2015 PARTNER

ALBUQUERQUE  
CONVENTION & VISITORS BUREAU



Discover nearby places, events,  
deals and more at [www.VisitABQ.org](http://www.VisitABQ.org)

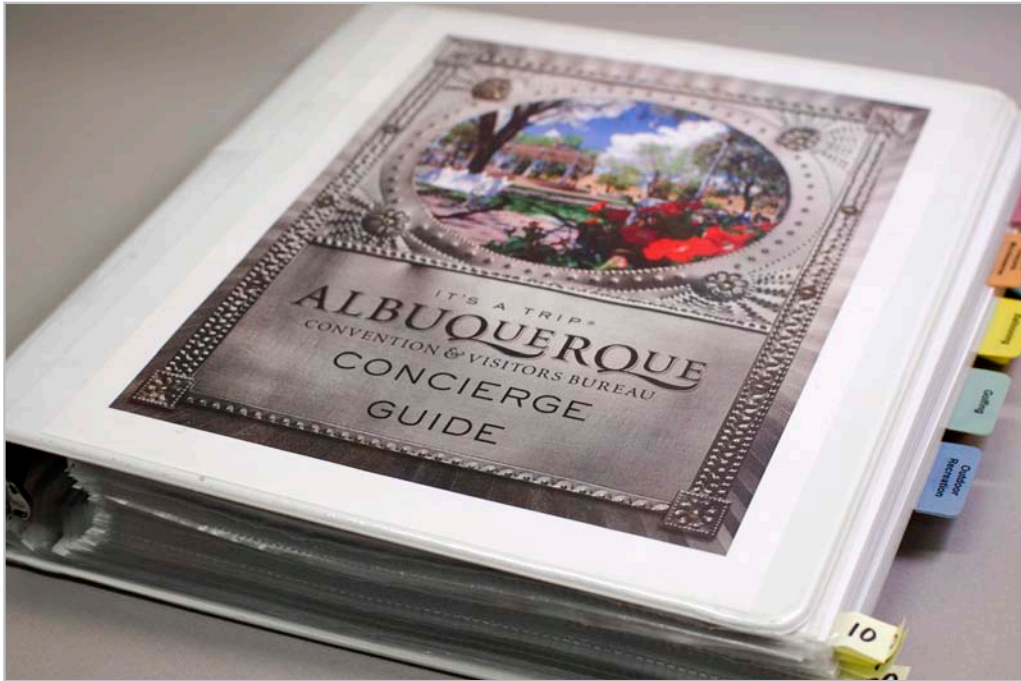
@VisitABQ



## PRINT / CONCIERGE GUIDE

### DESCRIPTION

ACVB's Concierge Guide serves as a reference guide for all hotel front-desk personnel, containing an individual page including a map and calendar for each attraction and visitor amenity in Albuquerque.





## PRINT / "ACE" COURSE COLLATERAL

### DESCRIPTION

ACVB's Albuquerque Concierge Excellence (ACE) course serves as a destination training program for front-line employees in the hospitality industry.



## Cultural Centers

### Indian Pueblo Cultural Center

Museum, gallery, shopping, Native dancing, art demonstrations, bread baking, events, restaurant

### National Hispanic Cultural Center

Performing arts, art museum, heritage research center, special events, shopping

### African American Performing Arts Center at Expo New Mexico

Performing arts, art exhibits, public education programs

### South Broadway Cultural Center

Events, exhibits, art gallery, library, multi-purpose room and a theater

## Museums

- Albuquerque Museum of Art & History
- American International Rattlesnake Museum
- Anderson-Abruzzo Albuquerque International Balloon Museum
- Casa San Ysidro
- Coronado Historical Site
- Explora
- Holocaust & Intolerance Museum of New Mexico
- J&R Vintage Auto Museum
- Lockheed Martin DynaTheater @The New Mexico Museum of Natural History & Science
- Maxwell Museum of Anthropology
- National Museum of Nuclear Science & History
- New Mexico Museum of Natural History & Science
- New Mexico Steam Locomotive and Railroad Historical Society
- New Mexico Veterans Memorial
- The Planetarium @The New Mexico Museum of Natural History & Science
- Tijeras Pueblo Archaeological Site
- Tinkertown Museum (Seasonal)
- Turquoise Museum (Tours available twice daily: Mon. – Sat.)
- University of New Mexico Art Museum
- Unser Racing Museum

## Arts

- Regularly recognized as a Top 10 Arts Destination by *AmericanStyle* magazine
- Performing arts – National Institute of Flamenco, Popejoy Hall, KiMo Theatre, Tricklock Company and many more
- More theater per capita than any city its size
- 100+ galleries and studios
- Over 800 public art works

## Ballooning

- Albuquerque is home to the world's largest balloon festival – Albuquerque International Balloon Fiesta®
  - » 500+ balloons
  - » Visitors and pilots from around the world
- Known as the "Hot Air Ballooning Capital of the World"
- Take a ride in a balloon year-round

## Outdoor Recreation

- Albuquerque has an abundance of hiking/biking trails; Paseo del Bosque Trail ranked #1 for Top 10 city bike rides by *Sunset* magazine
- Petroglyph National Monument - the world's largest accessible collection of prehistoric rock art with more than 20,000 ancient petroglyphs
- ABQ BioPark – Aquarium, Rio Grande Botanic Garden, Zoo and Tingley Beach

### Sandia Mountains

- Hiking, mountain biking, rock climbing
- Skiing, snowboarding, snowshoeing, cross-country skiing
- Sandia Peak Aerial Tramway is North America's longest aerial tram (2.7 miles)

### Golfing

- Recognized courses, great value, outstanding quality
- Golf on the Santa Fe Trail ranked among four best multi-stop shops for your next golf trip, *GOLF* magazine

## Sports Teams

- Albuquerque Isotopes, AAA Baseball
- The University of New Mexico Lobos

## Entertainment Districts

### Historic Old Town

- The heart of Albuquerque, site of our founding in 1706
- Home to 100+ shops, galleries, museums and restaurants

### Downtown

- Nightlife, restaurants, theaters, shopping, galleries, historic Route 66

### Historic Nob Hill

- Reminiscent of the original historic Route 66
- Boutique shopping, eclectic dining and exciting nightlife

### Uptown

- Shopping with high-end, national chains
- Home of the state fairgrounds – Expo New Mexico

## Dining & Cuisine

- New Mexican cuisine has a distinct flavor based on native ingredients – incorporates Mexican, Native American and Spanish flavors
- Albuquerque offers a broad array of restaurant choices with many locally owned establishments and a variety of cuisine options

### Chile

- Locally grown in New Mexico
- State Question: “Red or Green?” – “Christmas” for both
- Visitors can always ask for the chile on the side

## Events

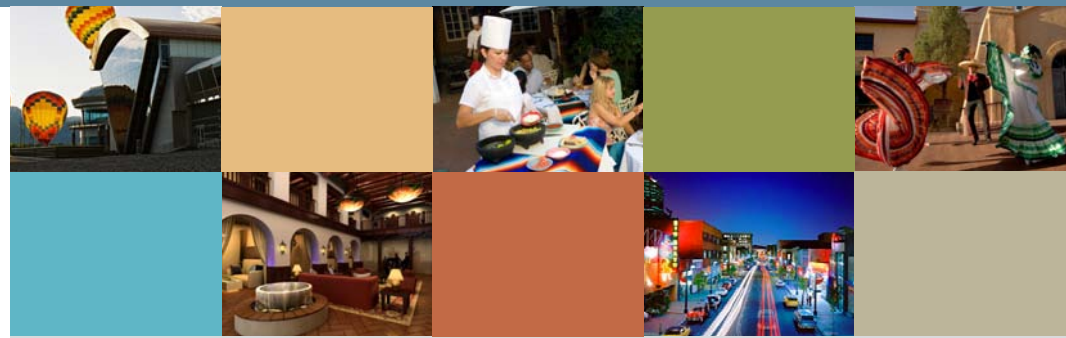
- ABQ365 combines a comprehensive event calendar and a destination blog voiced by local residents

[www.VisitABQ.org/abq365](http://www.VisitABQ.org/abq365)

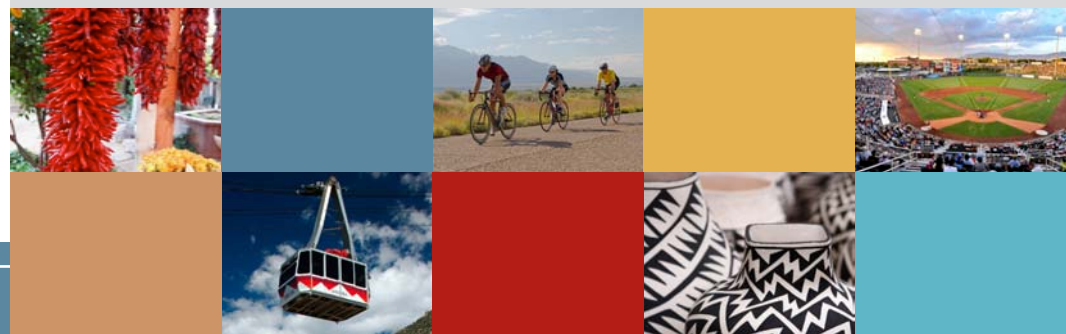
**ABQ365**

Call 311 for City of Albuquerque Information  
Call 511 for New Mexico Road Advisory Hotline

PHOTOS © Hotel Andaluz, J. Sinclair, Jay Blackwood, Marblestreetstudio.com, Megan Mayo Ryan, NewMexicoStock.com, VisitABQ.org



# Albuquerque AT A GLANCE







# 2015 ANNUAL LUNCHEON

ALBUQUERQUE  
CONVENTION & VISITORS BUREAU