

Visit Albuquerque Destination Dashboard

December 2025 Report



. VISIT .
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

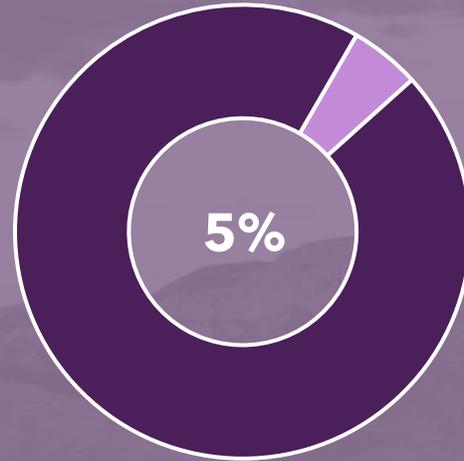
2026 Fiscal Year-to-Date through November

Total Lodgers' Tax Revenue
Collected

\$8,335,375

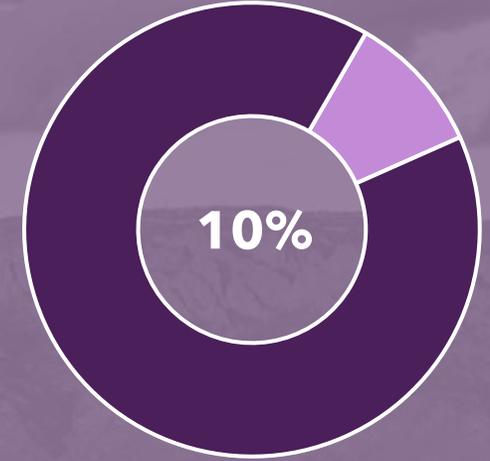
-6% vs November 2024

Delinquent Share of Lodgers' Tax
Revenue Collected



-1 pt vs November 2024

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



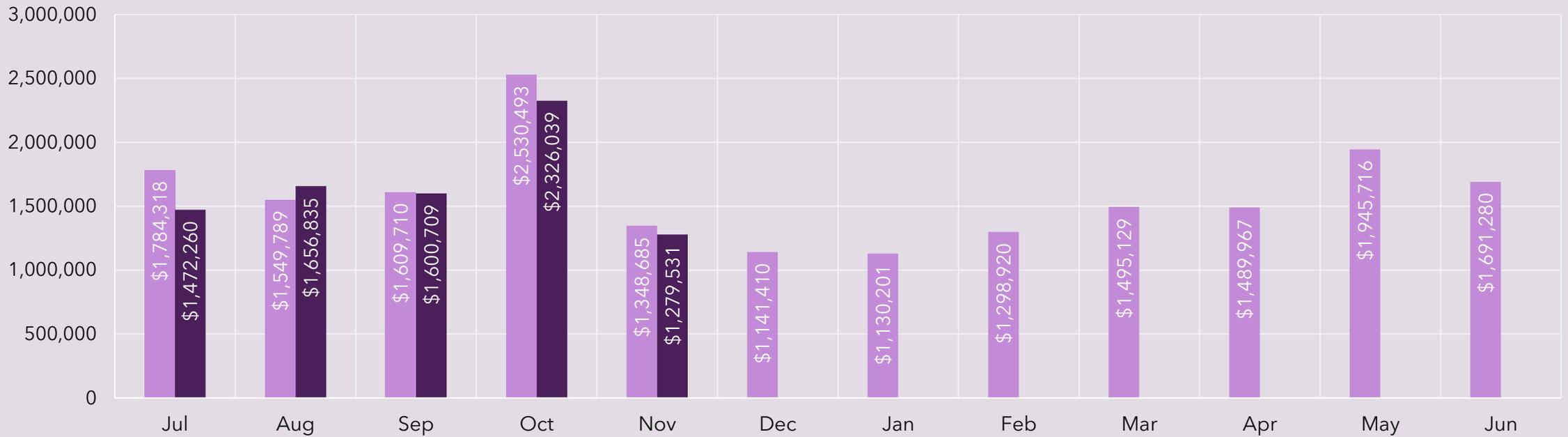
0 pts vs November 2024

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY26 FY25

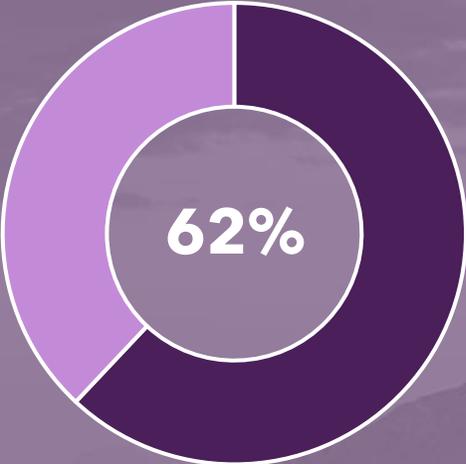


Albuquerque

HOTEL SNAPSHOT

2025 Calendar Year-to-Date through November

Occupancy



-3 pts vs November 2024

Average Daily Rate



-2% vs November 2024

Revenue per Available Room



-6% vs November 2024

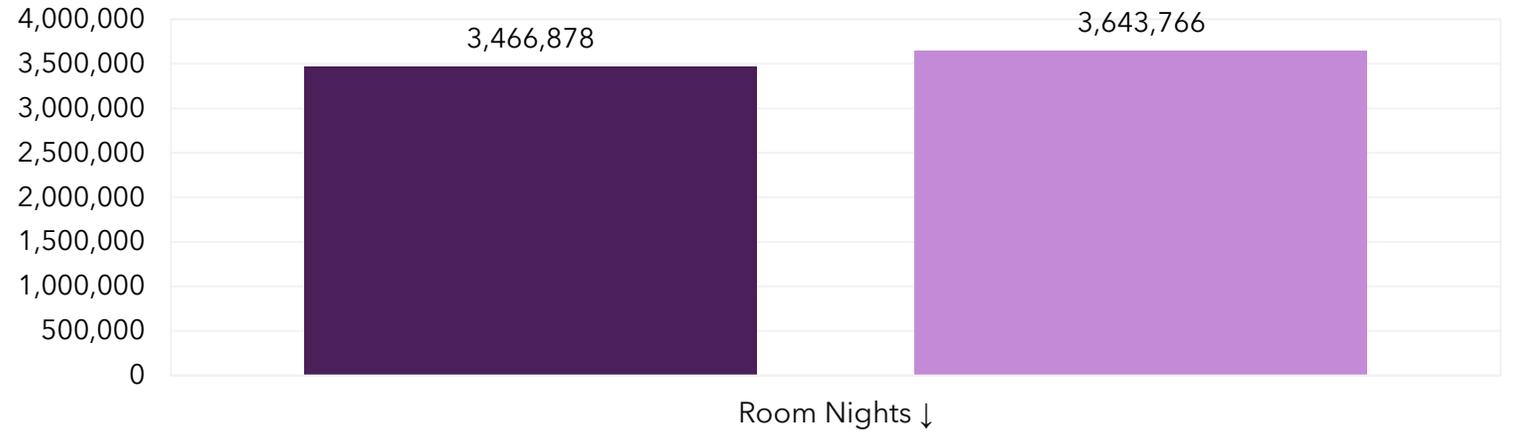
Albuquerque

HOTEL PERFORMANCE

CYTD through November

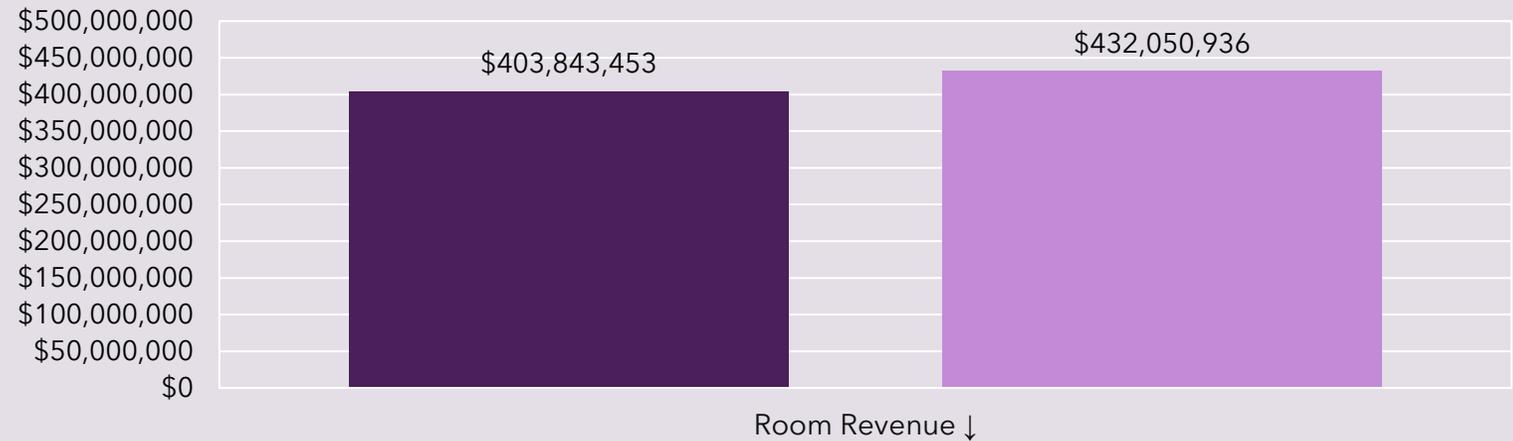
Hotel Demand

■ CYTD25 ■ CYTD24



Hotel Revenue

■ CYTD25 ■ CYTD24



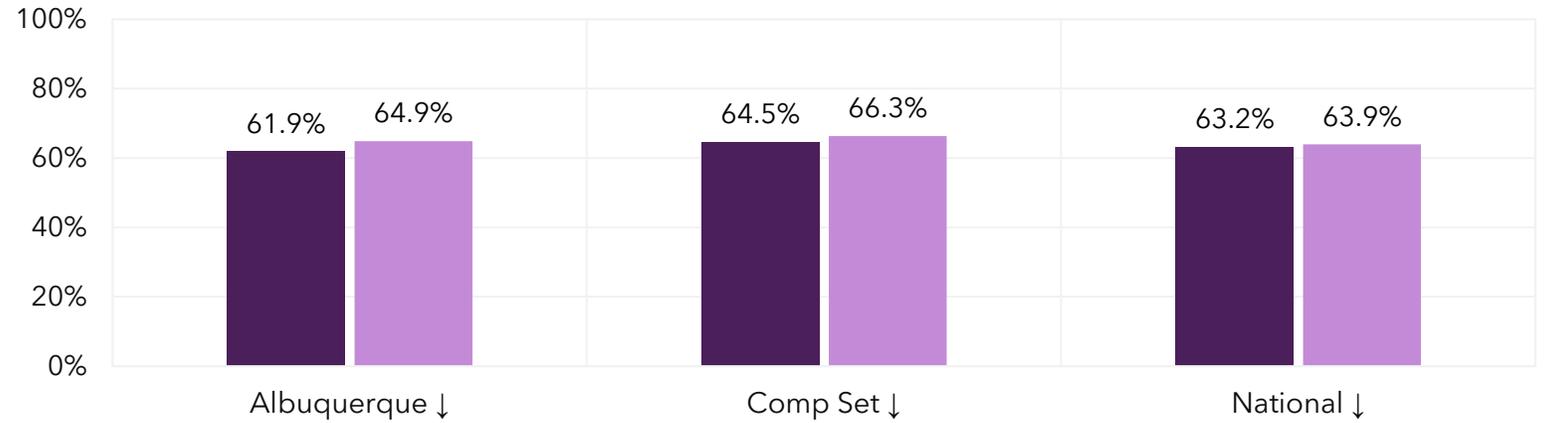
Competitor

HOTEL PERFORMANCE

CYTD through November

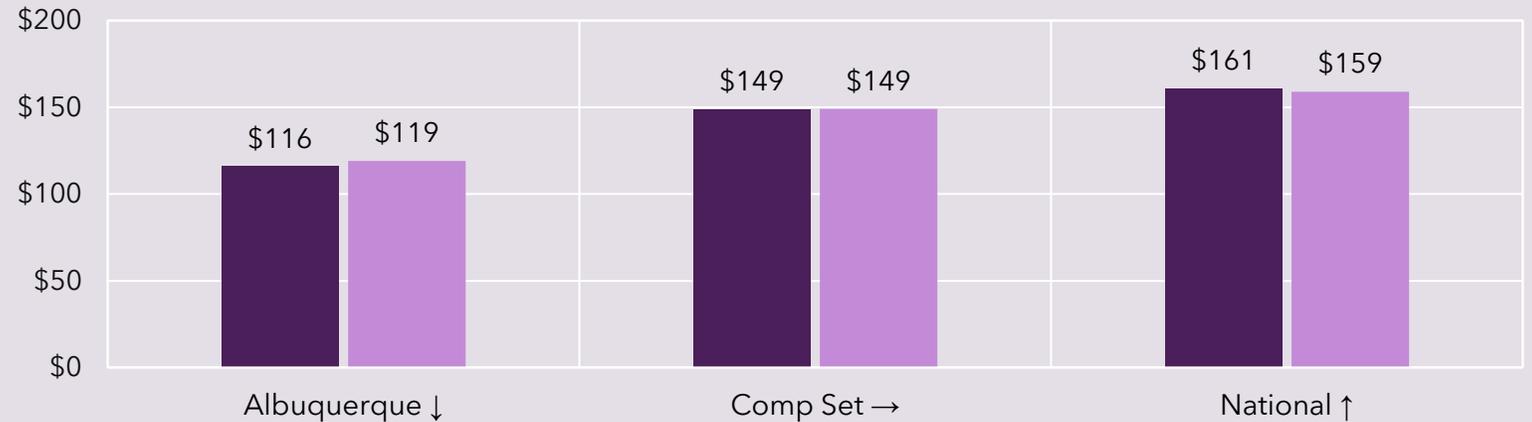
Occupancy

■ CYTD25 ■ CYTD24



Average Daily Rate

■ CYTD25 ■ CYTD24



Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through November

Deplaned Passengers

1,197,840

-2% vs November 2024

Nonstop Out of State Air Seats

1,559,357

-1% vs November 2024

Top 5 Origin Markets
Capacity Change

Dallas	↓8%
Phoenix	↑1%
Denver	→0%
Houston	→0%
Los Angeles	↓9%

vs November 2024

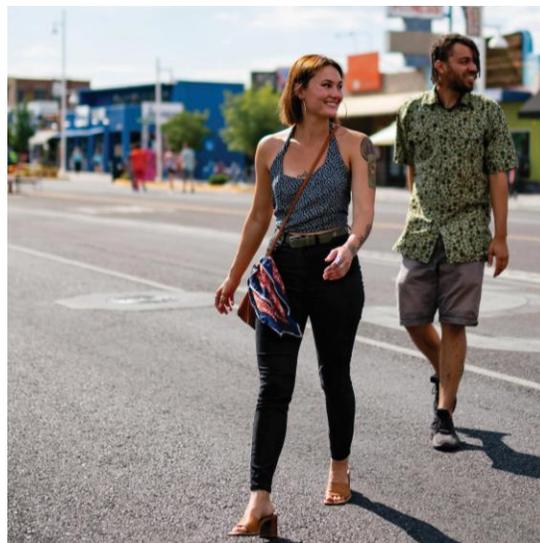


Integrated
Marketing



Marketing
Performance

Brand Health



Visit Albuquerque

MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through December

Impressions

691M

-36% vs December 2024

Website Sessions

2.9M

-1% vs December 2024

Social Followers

412K

+10% vs December 2024



STAY AMAZING

BOOK YOUR STAY

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



OVERNIGHT SENSATION

FIND UNIQUE LODGING

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



MAKE ROOM ON YOUR CAMERA ROLL

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



EXPLORE ALBUQUERQUE. FIND YOURSELF.

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



TURN MOMENTS INTO MEMORIES

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



TIMELESS RECIPES, MADE DAILY

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Outreach



Destination
Development &
Partnership
Performance

Training



Visit Albuquerque

DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through December

Visitor Center Count

44,299

+11% vs December 2024

ACE Trainees

107

-49% vs December 2024

Active Partners

631

+1% change vs December 2024



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



Visit Albuquerque

MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through December

Citywide Room Nights Booked

75,926

+52% vs December 2024

Non-Citywide Room Nights Booked

32,509

-17% vs December 2024

Sports Room Nights Booked

72,299

+9% vs December 2024

SALES PERFORMANCE BY SEGMENT

Meetings



36,136 future room
nights booked
(+59% YOY)

25,133 future
citywide room
nights booked
(+248% YOY)

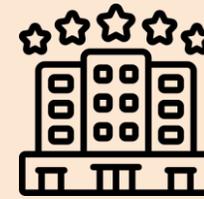
Sports



72,299 future
room nights
(+9% YOY)

50,793 future
citywide room
nights booked
(+19% YOY)

Total



108,435 future room
nights booked
(+22% YOY)

75,926 future
citywide room
nights booked
(+52% YOY)

Visit Albuquerque

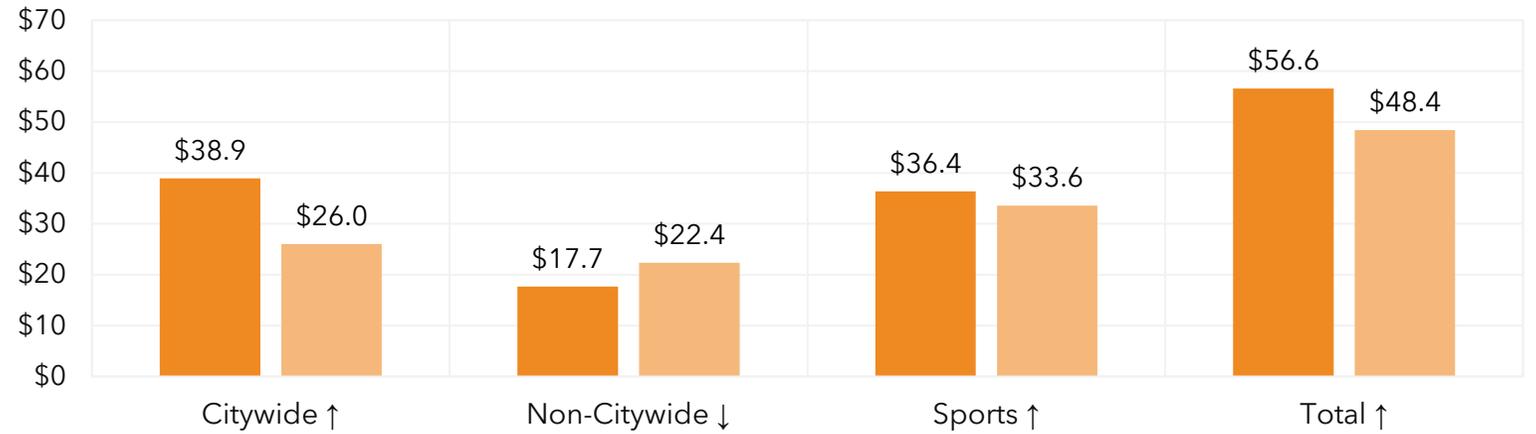
SALES

PERFORMANCE

FYTD through December

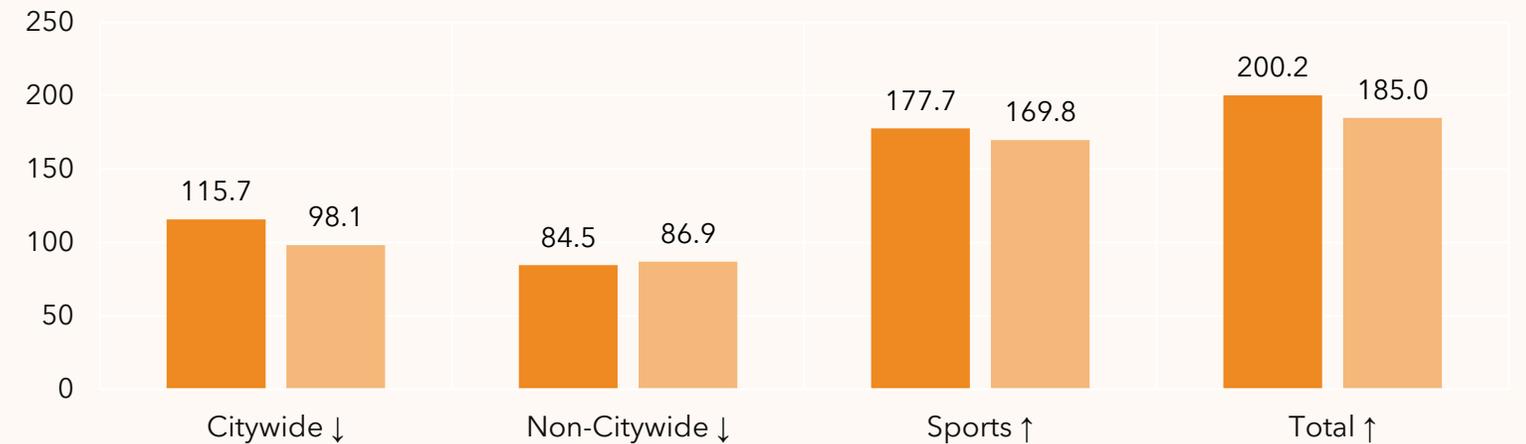
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



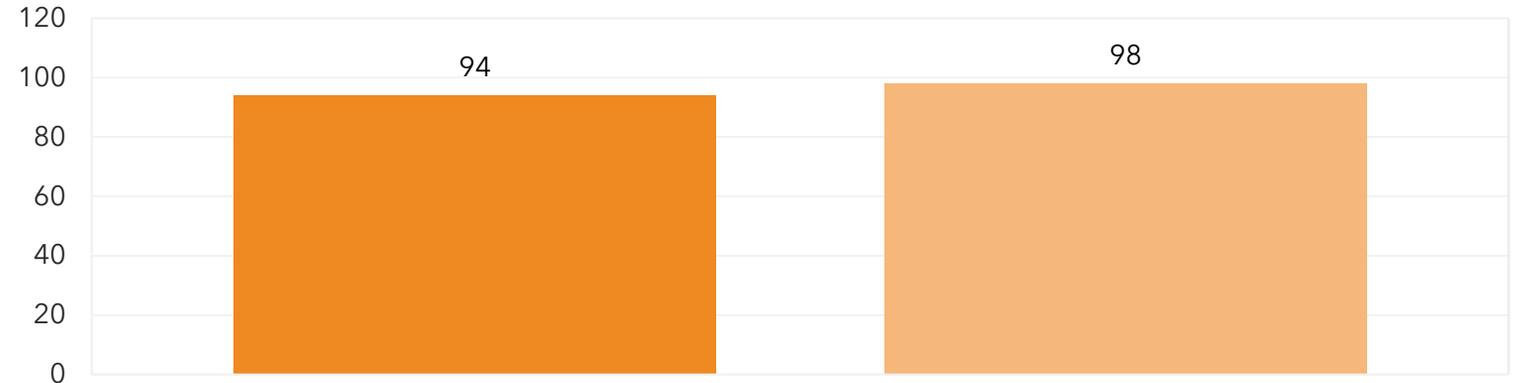
Visit Albuquerque

BUSINESS OCCURRING

FYTD through December

Events Occurring

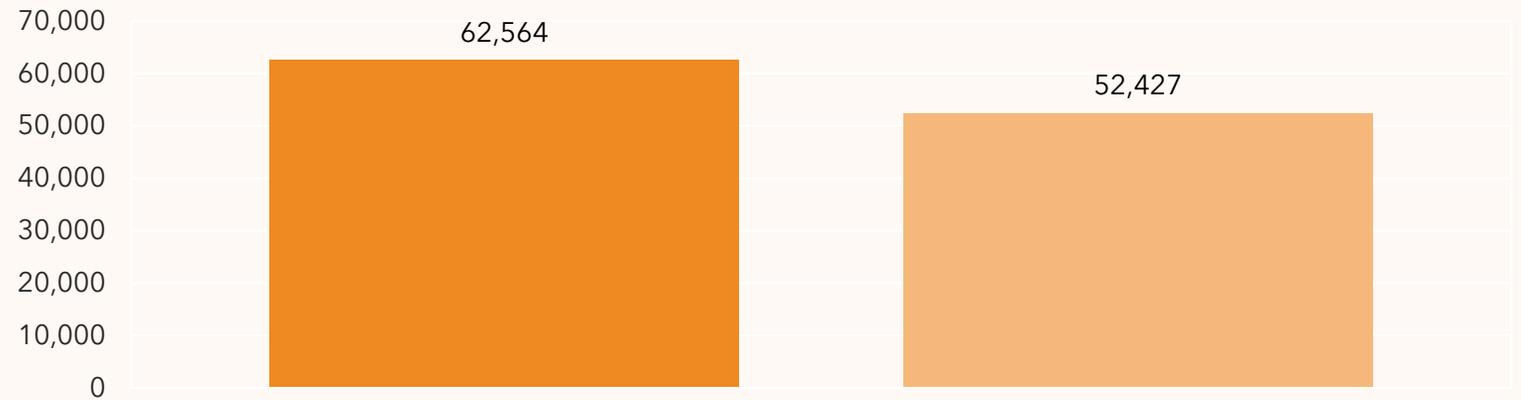
FY26 YTD FY25 YTD



Total Events Occurring ↓

Room Nights Occurring

FY26 YTD FY25 YTD



Total Room Nights Occurring ↑

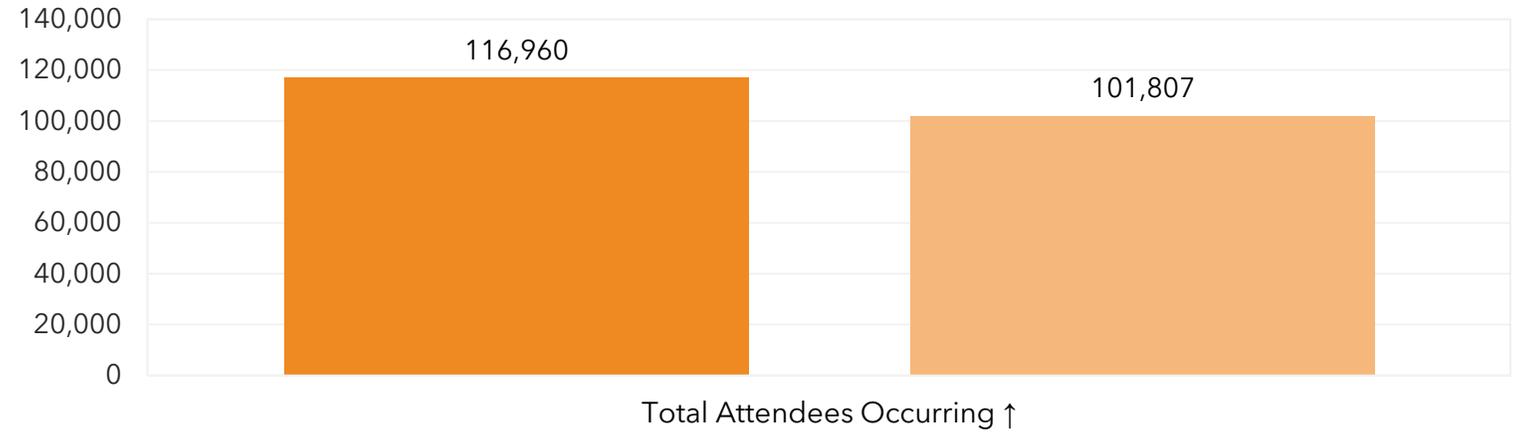
Visit Albuquerque

BUSINESS OCCURRING

FYTD through December

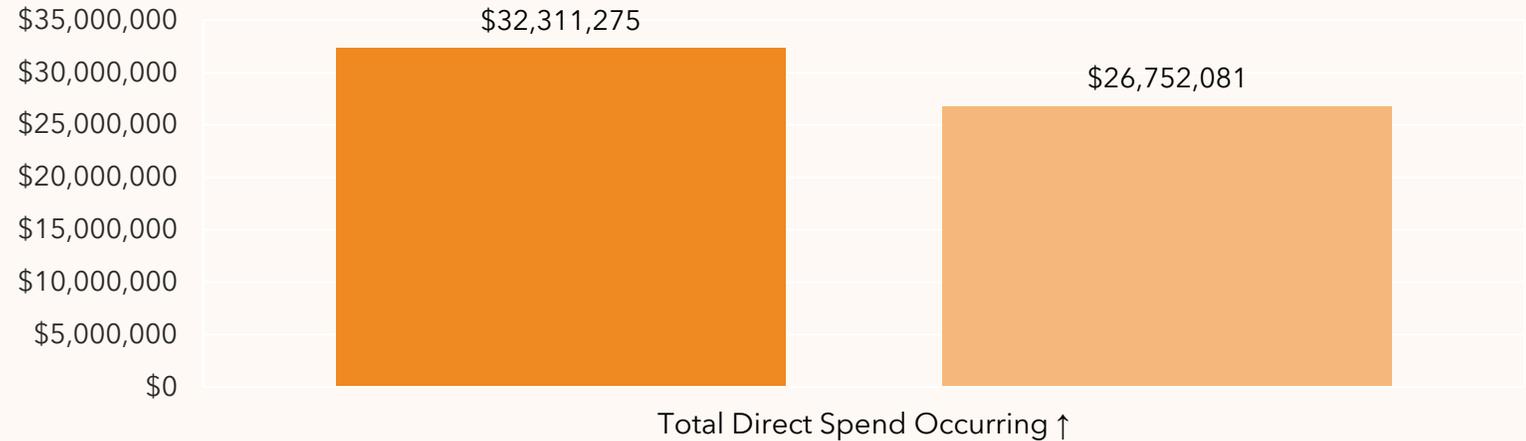
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



Spotlight On

BUSINESS OCCURRING JANUARY 2026

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

Spotlight On

BUSINESS OCCURRING FEBRUARY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
2/5/2026	New Mexico Agriculture Education & FFA - 2026 New Mexico FFA Leadership Conference	450	240	Yes
2/5/2026	New Mexico Activities Association - 2026 State Chess Competition	330	84	No
2/6/2026	UNM Track & Field - 2026 NM Collegiate Classic	1,280	1,215	Yes
2/7/2026	New Mexico Youth Soccer Association - 2026 State Cup u12-14 - Round 2	1,426	259	No
2/7/2026	New Mexico Youth Soccer Association - 2026 TnT Spring Blast	1,980	72	No
2/8/2026	The Benevolent & Protective Order of Elks - 2026 Advisory Committee and Board of Grand Trustees Meeting	60	201	No
2/13/2026	UNM Track & Field - 2026 Don Kirby Elite Invitational	1,600	1,518	Yes
2/14/2026	USSSA - United States Specialty Sports Association - 2026 USSSA President's Day Tournament	2,574	580	No
2/14/2026	New Mexico Youth Soccer Association - 2026 Power Ford NM Rapids Cup	6,452	1,593	No
2/14/2026	Great Southwest Track & Field Championships - 2026 Great Southwest Indoor Meet	1,287	533	Yes
2/14/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-3	1,426	598	No
2/18/2026	America's Poison Centers - 2026 Poison Center Leadership Meeting	220	455	No
2/19/2026	USA Track and Field - 2026 Masters Indoor Championships	2,375	3,204	Yes
2/20/2026	New Mexico Activities Association - 2026 State Wrestling Tournament	2,013	980	No
2/20/2026	New Mexico Activities Association - 2026 State Swimming & Diving Championships	1,568	649	No
2/21/2026	New Mexico Youth Soccer Association - 2026 Classic FC Spring Cup	8,415	1,834	No
2/23/2026	National Association Of Truck Stop Operators - 2026 NATSO Connect	700	769	Yes
2/24/2026	Alliance for Innovation and Transformation - 2026 AFIT CEO Forum & Reps Meeting	100	257	No
2/24/2026	K12 Six - 2026 National K-12 Cybersecurity Leadership Conference	300	320	No
2/24/2026	Boys & Girls Clubs of America - 2026 MyClubHub Academy	500	912	No
2/26/2026	Lone Star Conference - 2026 LSC Indoor Track & Field Championships	600	893	Yes
2/28/2026	New Mexico Youth Soccer Association - 2026 MLS Next-4	1,426	518	No

Spotlight On

BUSINESS OCCURRING MARCH 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
3/4/2026	American Choral Directors Association - 2026 ACDA Southwestern Region Conference	1,000	1,865	Yes
3/4/2026	Contemporary Mosaic Art2 - 2026 CMA2 Conference	200	200	No
3/8/2026	New Mexico Youth Soccer Association - 2026 Spring ODP/YOP Training-1	495	72	No
3/10/2026	New Mexico Activities Association - 2026 NMAA Boys & Girls Basketball Championships	3,960	4,335	No
3/14/2026	USSSA - United States Specialty Sports Association - 2026 USSSA St. Patrick's Day Tournament	3,960	575	No
3/14/2026	New Mexico Youth Soccer Association - 2026 MLS Next-5	1,426	518	No
3/15/2026	National Association for Court Management - 2026 NACM Midyear Conference	250	495	Yes
3/15/2026	New Mexico Youth Soccer Association - 2026 Spring ODP/YOP Training-2	495	72	No
3/20/2026	Sun Country Region Volleyball Association - 2026 Sun Country ABQ Bid-Qualifier	6,138	3,750	Yes
3/20/2026	New Mexico Activities Association - 2026 NMAA Spirit Championships	5,940	3,237	No
3/20/2026	New Mexico Youth Soccer Association - 2026 Spring ODP/YOP Training-3	495	72	No
3/21/2026	New Mexico Games - 2026 Figure Skating	250	64	No
3/21/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-4	1,426	598	No
3/23/2026	Core-Mark - 2026 Core-Mark Expo	700	491	Yes
3/25/2026	Alpha Rho Chi - 2026 Alpha Rho Chi Annual Meeting	150	156	No
3/26/2026	Western Social Science Association - 2026 Annual Conference	700	991	No
3/29/2026	South West Transit Association - 2026 SWTA Annual Conference	300	621	Yes