

# Visit Albuquerque Destination Dashboard

January 2026 Report



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**ALBUQUERQUE.**  
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Lodging



Industry  
Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

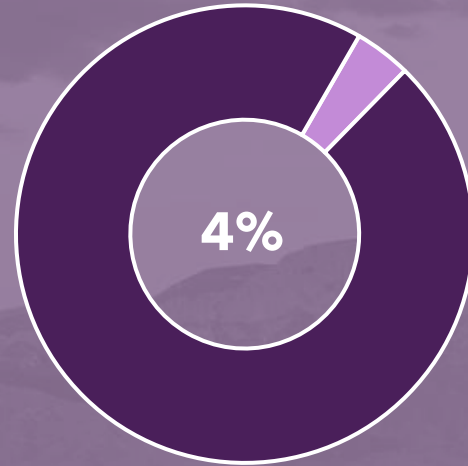
2026 Fiscal Year-to-Date through December

Total Lodgers' Tax Revenue  
Collected

**\$9,497,465**

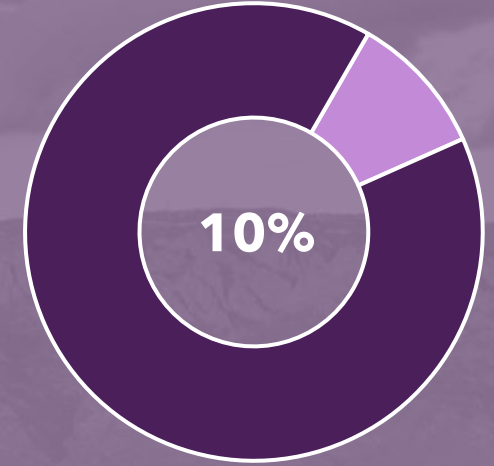
-6% vs December 2024

Delinquent Share of Lodgers' Tax  
Revenue Collected



-1 pt vs December 2024

Short-Term Rental Share of  
Lodgers' Tax Revenue Collected



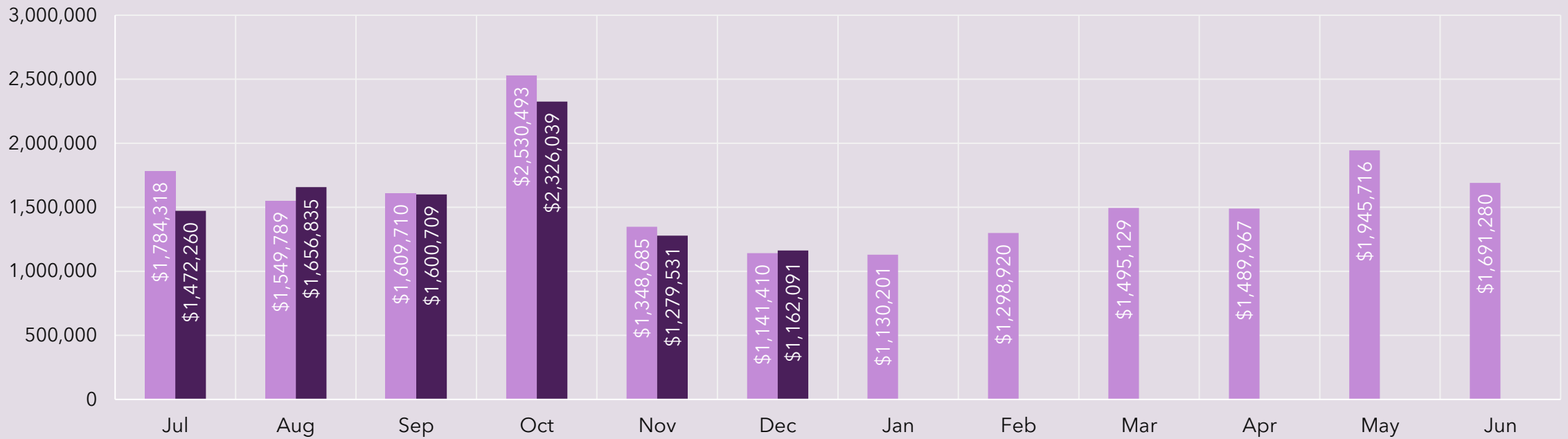
+1 pt vs December 2024

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# LODGERS' TAX COLLECTIONS BY MONTH

## Lodgers' Tax Revenue

FY26 FY25

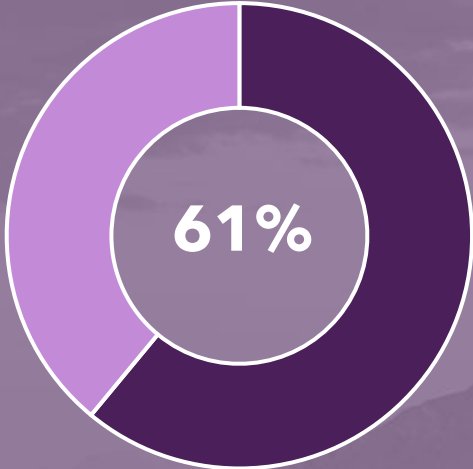


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# HOTEL SNAPSHOT

2025 Calendar Year-to-Date through December

Occupancy



-3 pts vs December 2024

Average Daily Rate

**\$1115**

-2% vs December 2024

Revenue per Available Room

**\$70**

-6% vs December 2024

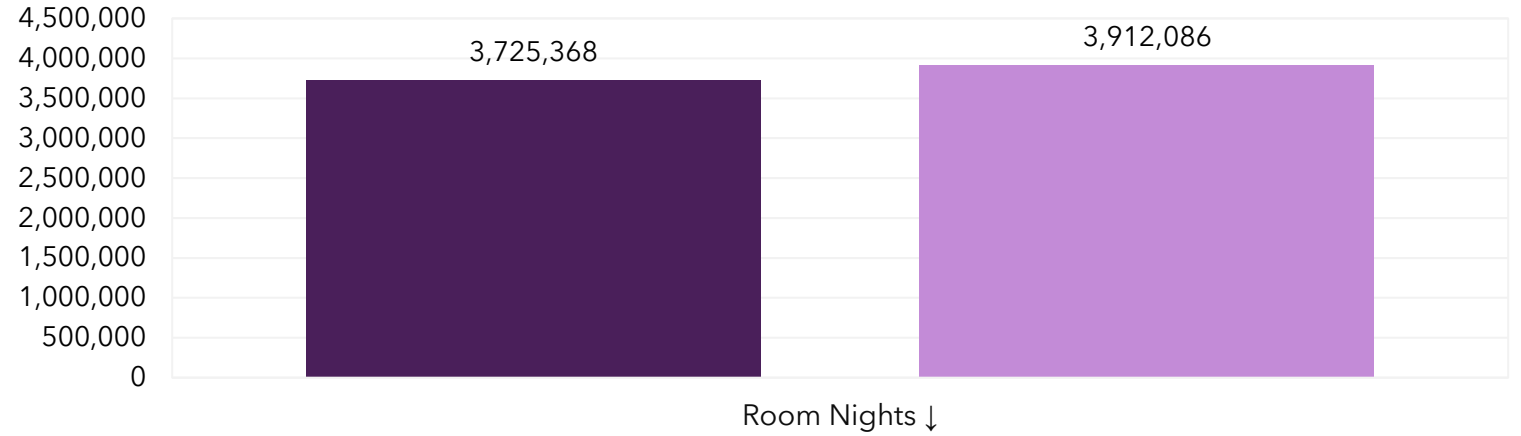
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# HOTEL PERFORMANCE

CYTD through December

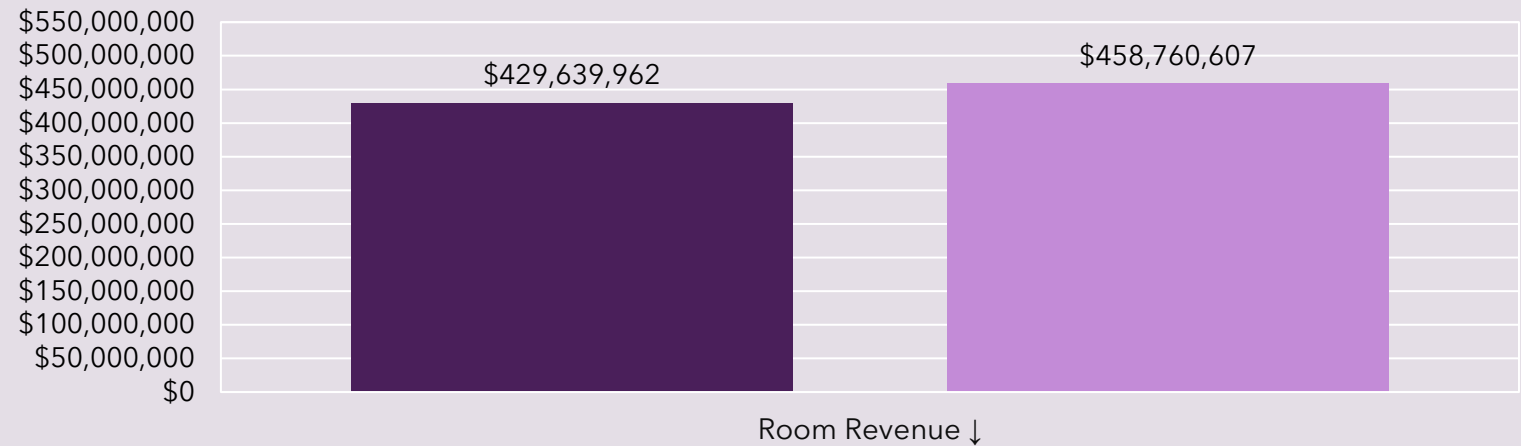
## Hotel Demand

■ CYTD25 ■ CYTD24



## Hotel Revenue

■ CYTD25 ■ CYTD24



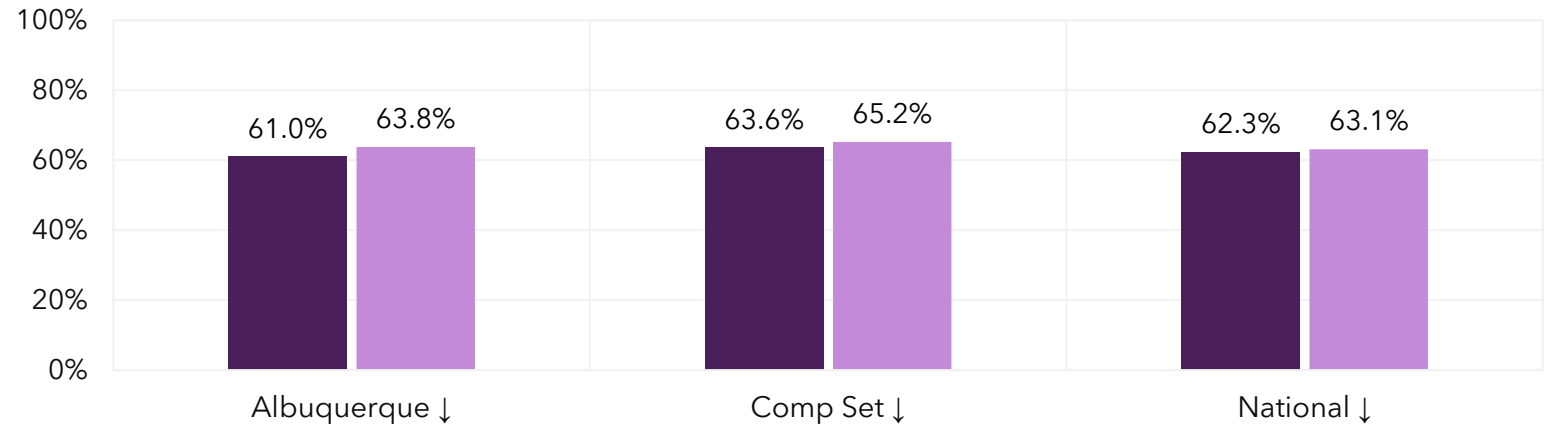
Competitor

# HOTEL PERFORMANCE

CYTD through December

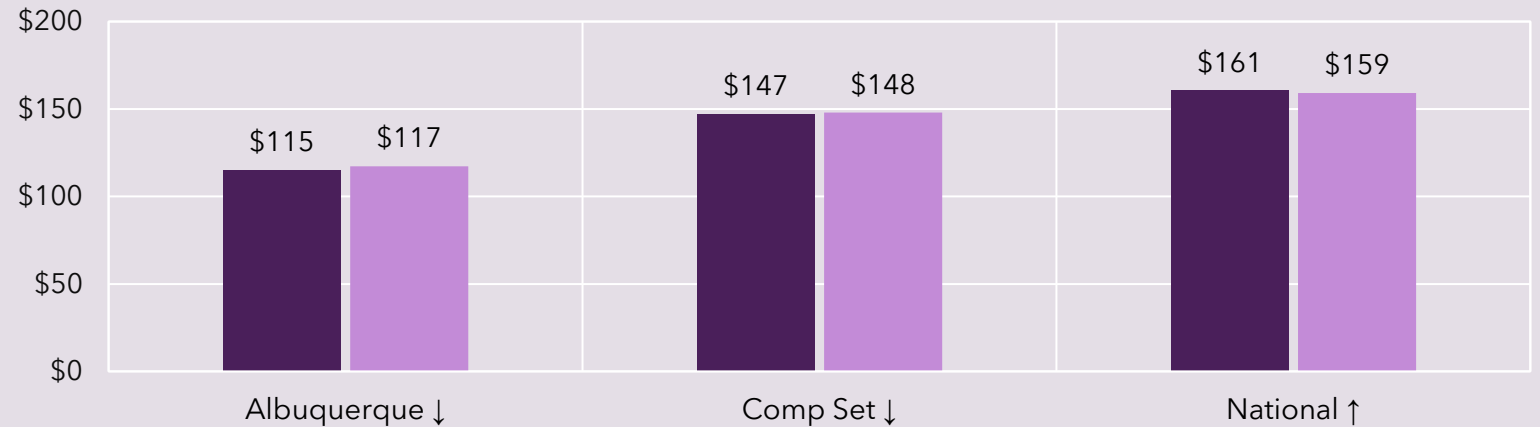
## Occupancy

■ CYTD25 ■ CYTD24



## Average Daily Rate

■ CYTD25 ■ CYTD24



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# AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through December

Deplaned Passengers

**1,411,861**

-3% vs December 2024

Nonstop Out of State Air Seats

**1,847,913**

0% vs December 2024

Top 5 Origin Markets  
Capacity Change

Dallas	↓9%
Phoenix	↑2%
Denver	↑1%
Houston	↑2%
Los Angeles	↓7%

vs December 2024



Integrated  
Marketing



Marketing  
Performance

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Brand Health



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# MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through January

Impressions

**801M**

-34% vs January 2025

Website Sessions

**3.2M**

-4% vs January 2025

Social Followers

**414K**

+10% vs January 2025



AHHH  
INSPIRING

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**ALBUQUERQUE.**  
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IT'S CRUNCH  
TIME

.VISIT.  
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THE INN  
CROWD

FIND UNIQUE LODGING

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HOT OFF  
THE TRAIL

.VISIT.  
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ESCAPE IN OUR  
LANDSCAPE

.VISIT.  
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CULTURE THAT  
INSPIRES CONNECTION

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Outreach



Destination  
Development &  
Partnership  
Performance

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Training



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# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through January

Visitor Center Count

**48,743**

+10% vs January 2025

ACE Trainees

**127**

-47% vs January 2025

Active Partners

**636**

0% change vs January 2025



Bookings



Meetings,  
Conventions &  
Sports  
Performance

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Leads



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# MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through January

Citywide Room Nights Booked

**89,500**

+47% vs January 2025

Non-Citywide Room Nights Booked

**40,139**

-15% vs January 2025

Sports Room Nights Booked

**92,304**

+17% vs January 2025

# SALES PERFORMANCE BY SEGMENT

## Meetings



37,335 future room  
nights booked  
(+29% YOY)

23,530 future  
*citywide* room  
nights booked  
(+137% YOY)

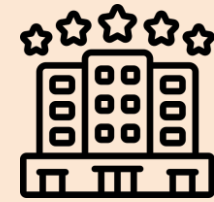
## Sports



92,304 future  
room nights  
(+17% YOY)

65,970 future  
*citywide* room  
nights booked  
(+30% YOY)

## Total



129,639 future room  
nights booked  
(+20% YOY)

89,500 future  
*citywide* room  
nights booked  
(+47% YOY)

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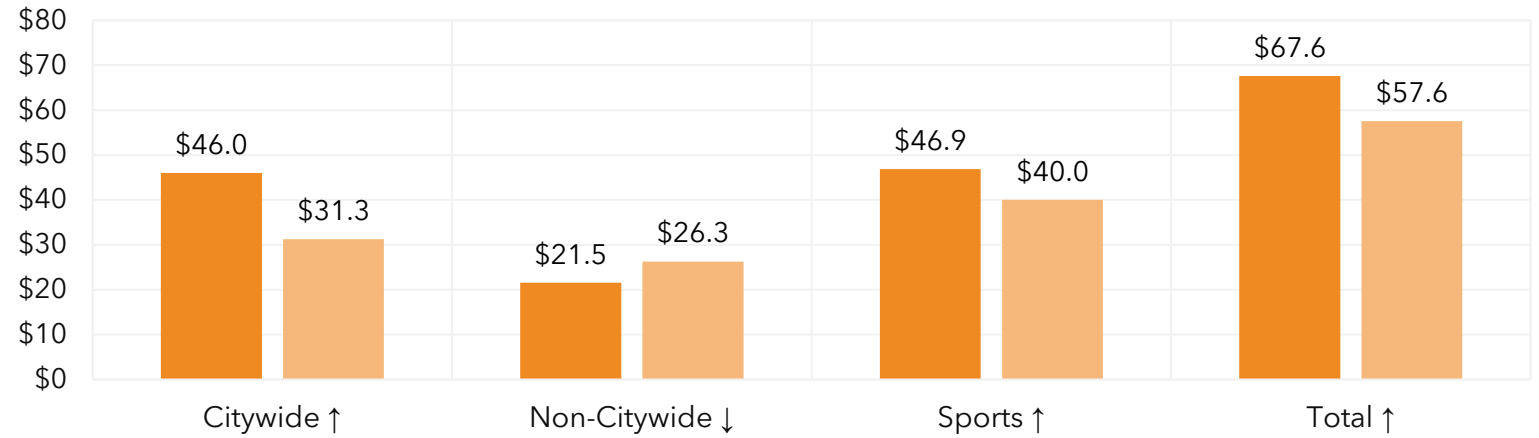
# SALES

# PERFORMANCE

FYTD through January

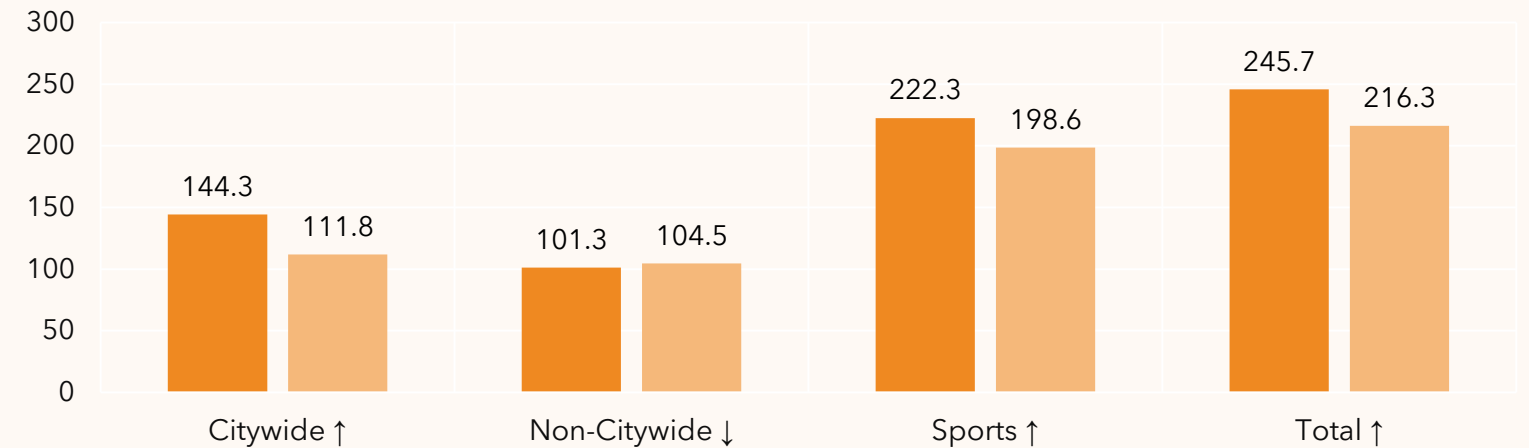
## Direct Spend Booked (Millions)

FY26 YTD    FY25 YTD



## Attendees Booked (Thousands)

FY26 YTD    FY25 YTD



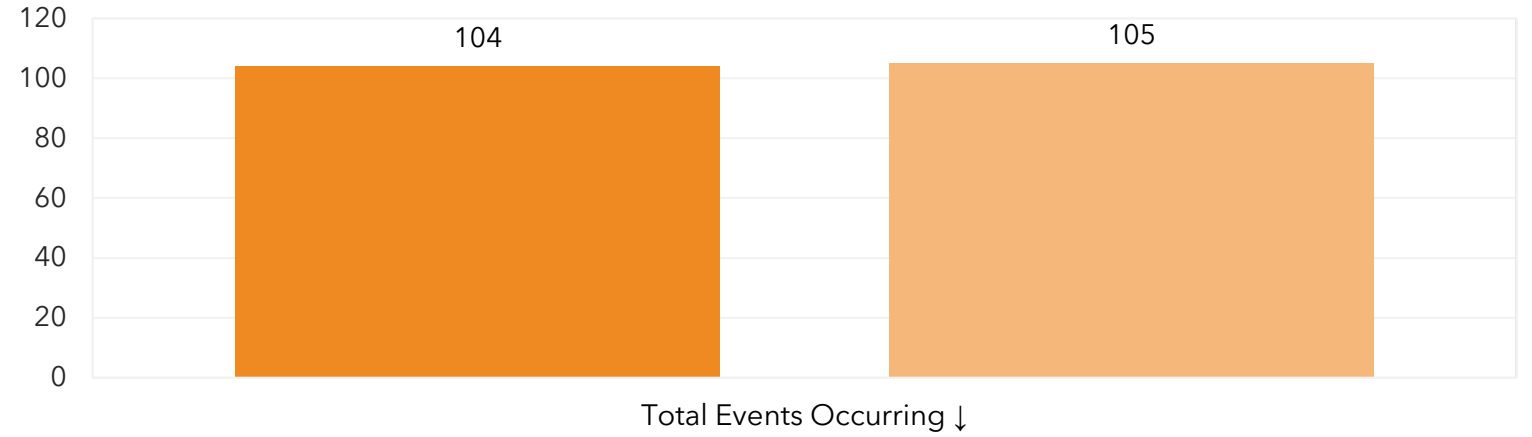
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# BUSINESS OCCURRING

FYTD through January

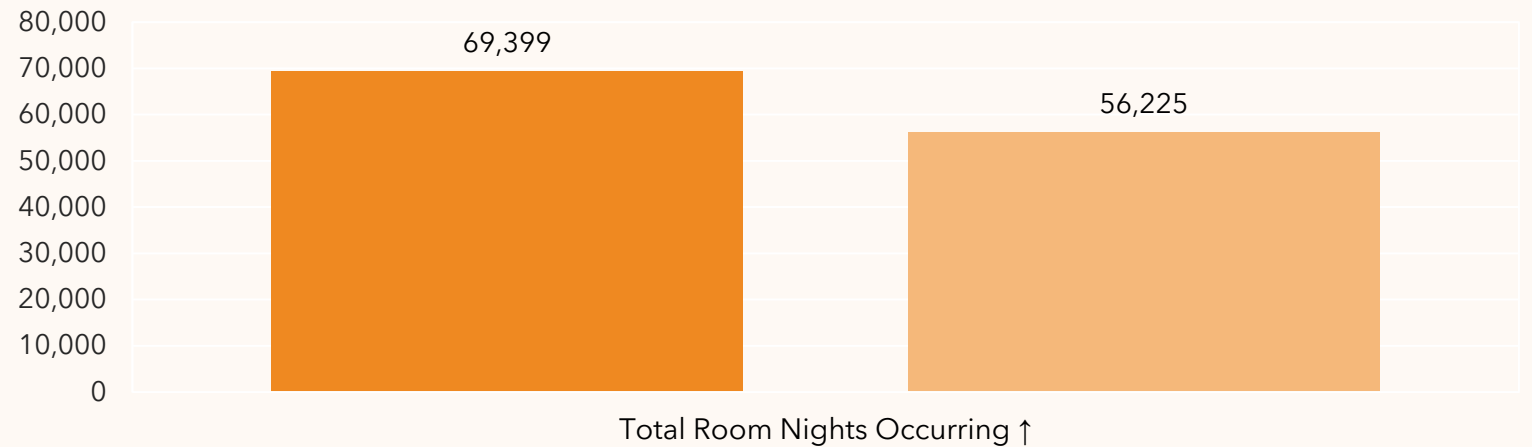
## Events Occurring

FY26 YTD    FY25 YTD



## Room Nights Occurring

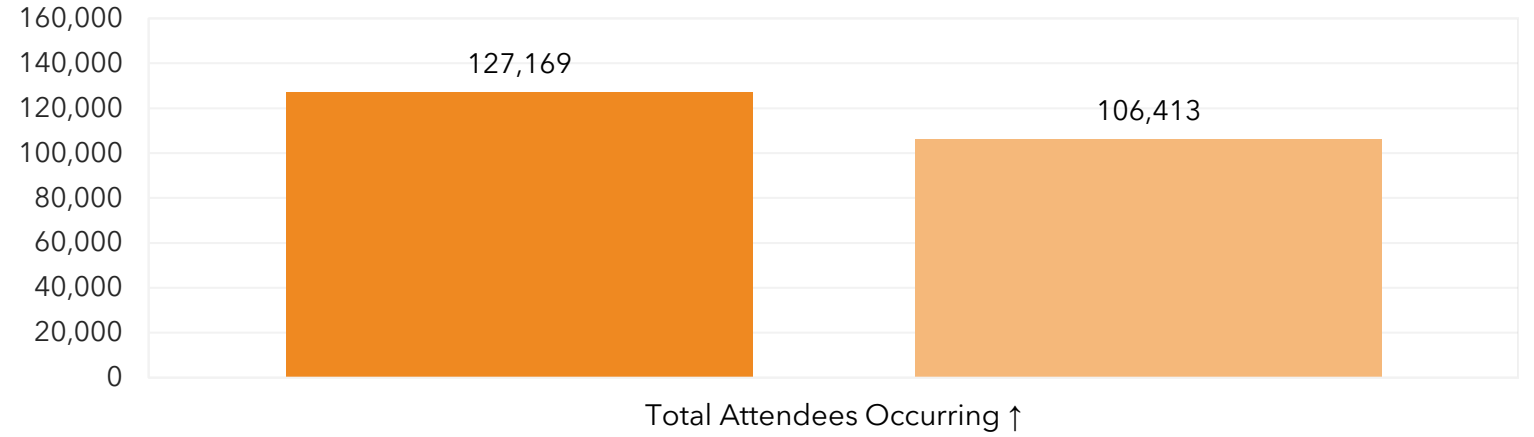
FY26 YTD    FY25 YTD



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**BUSINESS  
OCCURRING**  
FYTD through January

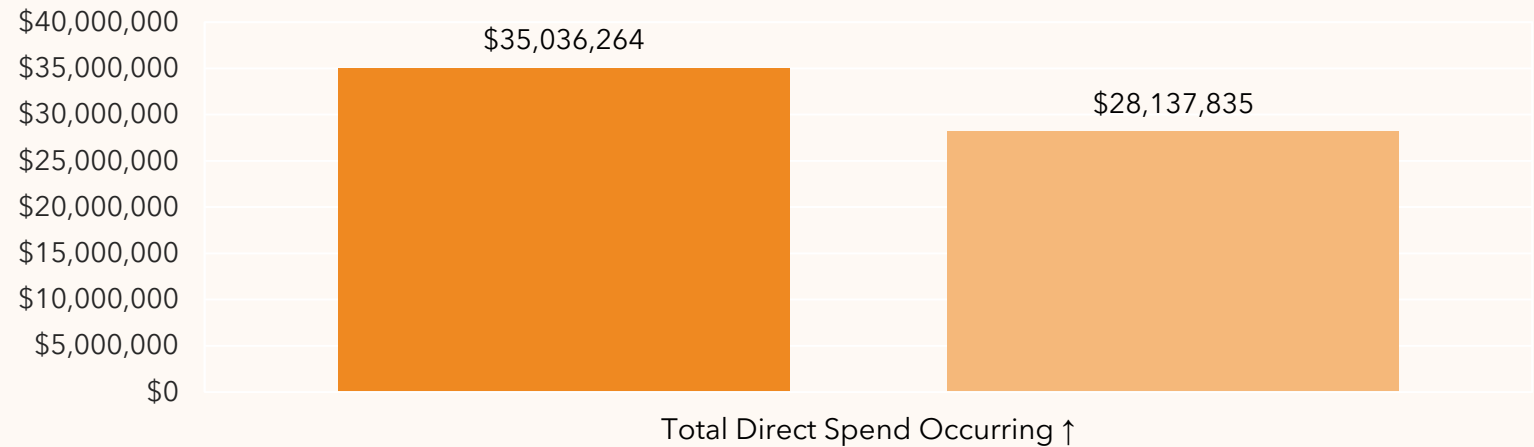
### Attendees

FY26 YTD    FY25 YTD



### Direct Spend

FY26 YTD    FY25 YTD



## 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
2/7/2026	New Mexico Activities Association - 2026 State Bowling Championships	743	146	No
2/8/2026	The Benevolent & Protective Order of Elks of the USA - 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
2/13/2026	New Mexico Blade Runners - 2026 Amigos Sled Hockey Tournament	188	216	No
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
2/17/2026	Wipfli LLP - 2026 Wipfli Spring Training	150	40	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

## Spotlight On

# BUSINESS OCCURRING APRIL 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
4/7/2026	University of Wisconsin-Madison - 2026 WIDA BSC Review	48	147	No
4/9/2026	Regional Dance America - 2026 Regional Dance America Southwest Festival	750	1,000	Yes
4/10/2026	New Mexico Activities Association - 2026 State Powerlifting Championships	1,848	926	No
4/11/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Spring Invitational	2,772	423	No
4/11/2026	New Mexico Youth Soccer Association - 2026 State Cup u15-19 - Round 1	2,851	352	No
4/13/2026	National Human Services Data Consortium - 2026 NHSDC Spring Conference	500	521	No
4/14/2026	New Mexico Activities Association - 2026 State Choir Competition	3,960	1,163	No
4/17/2026	New Mexico Activities Association - 2026 JROTC State Championships	1,650	485	No
4/17/2026	New Mexico Activities Association - 2026 State Concert Band Competition	5,610	1,647	No
4/18/2026	American Association of Anatomy - 2026 AAA- Anatomy Connected	1,200	1,975	Yes
4/18/2026	New Mexico Youth Soccer Association - 2026 ECNL/DPL-1	1,426	598	No
4/20/2026	Overeaters Anonymous - 2026 World Service Business Conference	220	710	No
4/23/2026	New Mexico Activities Association - 2026 State Esports Championships	330	117	No
4/24/2026	Professional Golfers Association of America - 2026 PGA NCCGA National Championship	324	482	No
4/25/2026	New Mexico Youth Soccer Association - 2026 ECNL/DPL-2	1,426	598	No
4/27/2026	National Academic Advising Association - 2026 Region 7 & 10 Annual Conference	900	647	Yes
4/30/2026	New Mexico Chiropractic Association - 2026 NMCA Annual Convention	300	100	No