

Visit Albuquerque Destination Dashboard

February 2026 Report



. VISIT .
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

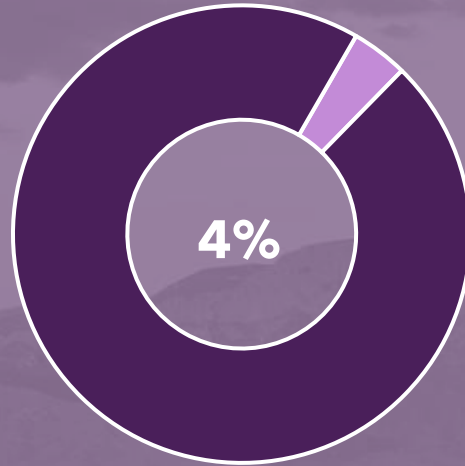
2026 Fiscal Year-to-Date through January

Total Lodgers' Tax Revenue
Collected

\$10,601,460

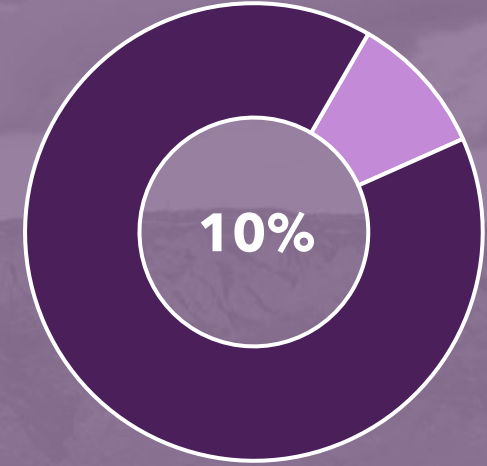
-4% vs January 2025

Delinquent Share of Lodgers' Tax
Revenue Collected



0 pts vs January 2025

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



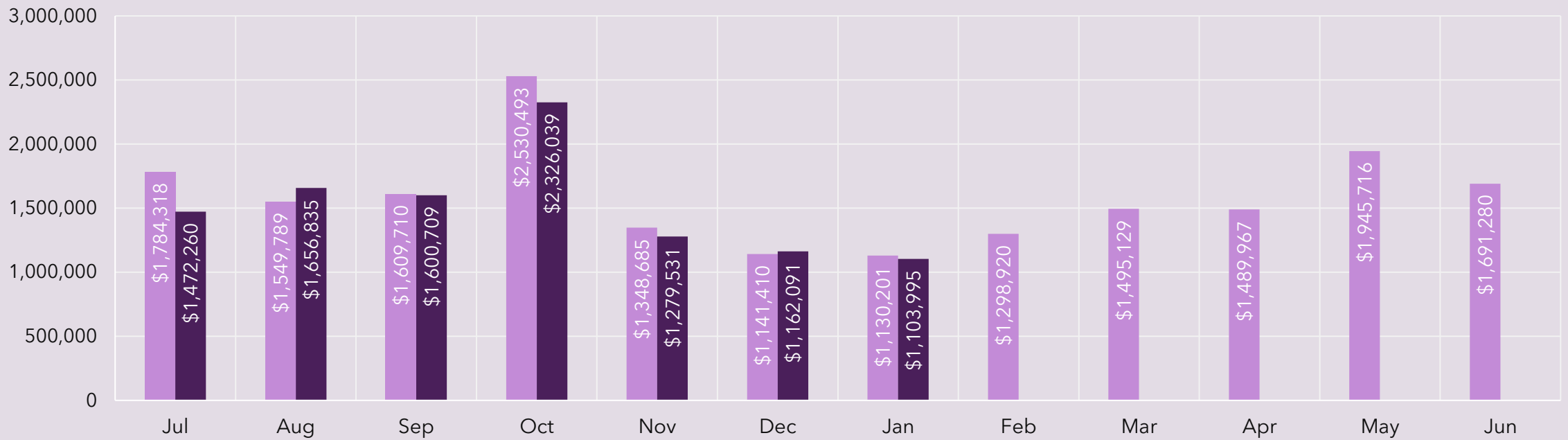
0 pts vs January 2025

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY26 FY25

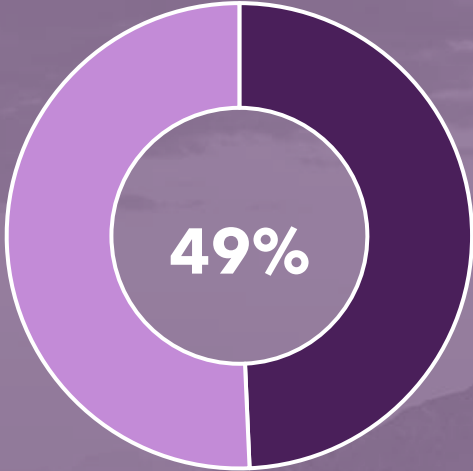


Albuquerque

HOTEL SNAPSHOT

2026 Calendar Year-to-Date through January

Occupancy



-1 pt vs January 2025

Average Daily Rate

\$103

+3% vs January 2025

Revenue per Available Room

\$51

+1% vs January 2025

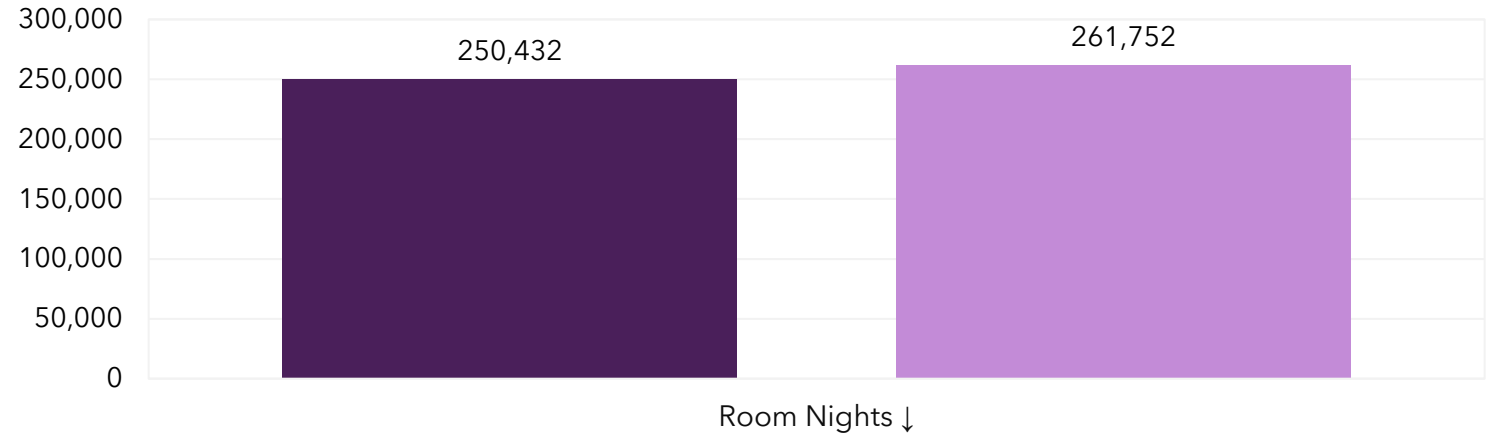
Albuquerque

HOTEL PERFORMANCE

CYTD through January

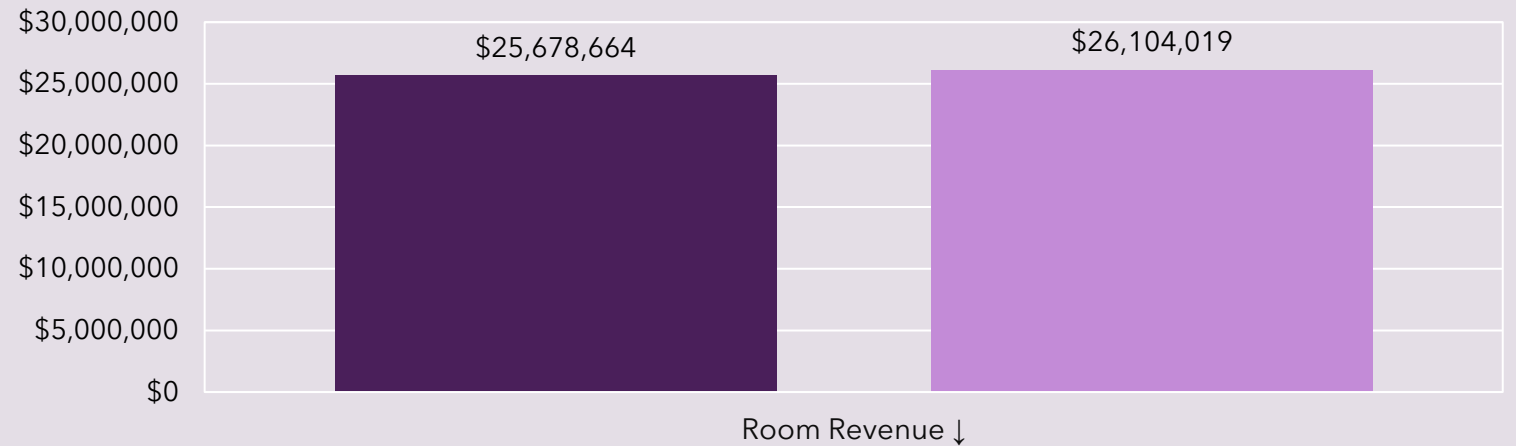
Hotel Demand

■ CYTD26 ■ CYTD25



Hotel Revenue

■ CYTD26 ■ CYTD25



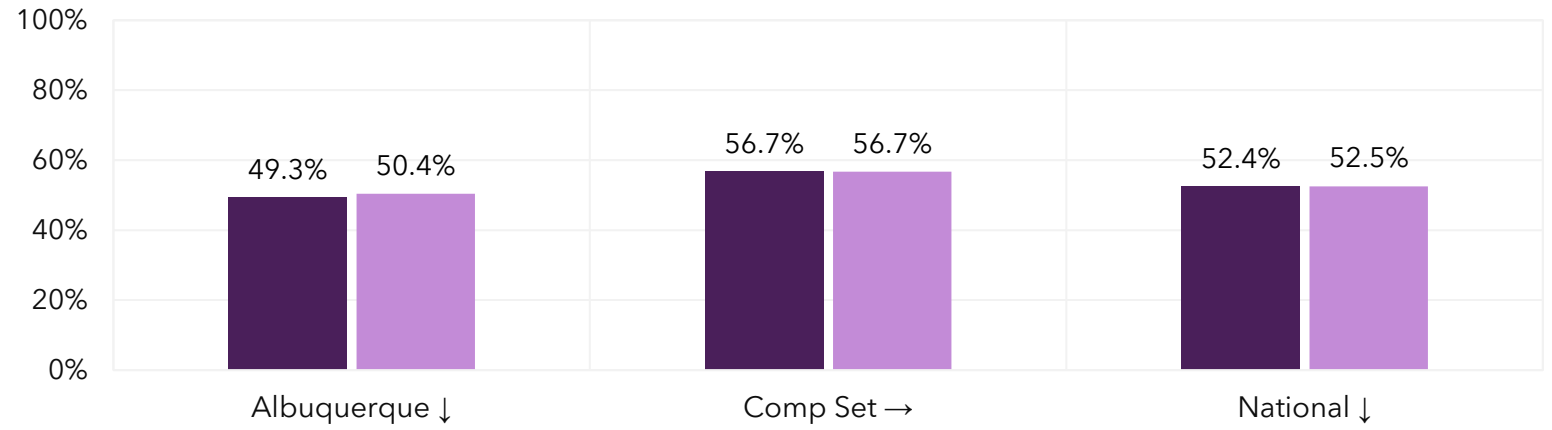
Competitor

HOTEL PERFORMANCE

CYTD through January

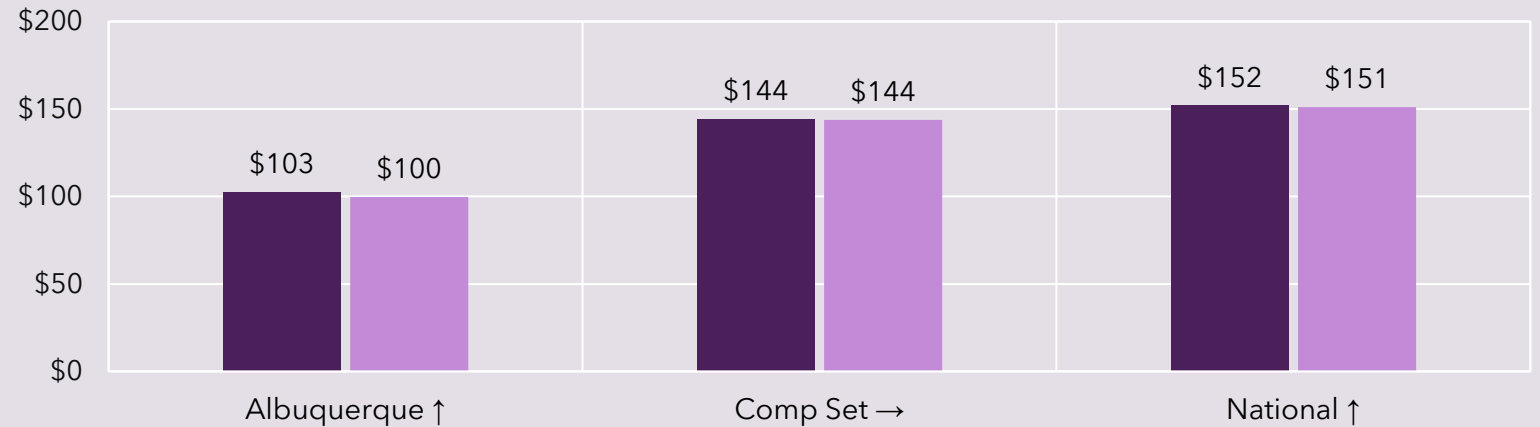
Occupancy

■ CYTD26 ■ CYTD25



Average Daily Rate

■ CYTD26 ■ CYTD25



Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through January

Deplaned Passengers

1,570,910

-3% vs January 2025

Nonstop Out of State Air Seats

2,090,609

-1% vs January 2025

Top 5 Origin Markets
Capacity Change

Dallas	↓10%
Phoenix	↑3%
Denver	↑1%
Houston	↑4%
Los Angeles	↓7%

vs January 2025



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through February

Impressions

876M

-35% vs February 2025

Website Sessions

3.5M

-9% vs February 2025

Social Followers

456K

+21% vs February 2025



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through February

Visitor Center Count

53,916

+9% vs February 2025

ACE Trainees

154

-39% vs February 2025

Active Partners

636

0% vs February 2025



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through February

Citywide Room Nights Booked

95,007

+38% vs February 2025

Non-Citywide Room Nights Booked

45,123

-12% vs February 2025

Sports Room Nights Booked

100,987

+21% vs February 2025

SALES PERFORMANCE BY SEGMENT

Meetings



39,143 future room
nights booked
(+6% YOY)

23,530 future
citywide room
nights booked
(+51% YOY)

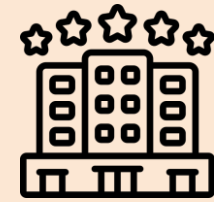
Sports



100,987 future
room nights
(+21% YOY)

71,477 future
citywide room
nights booked
(+34% YOY)

Total



140,130 future room
nights booked
(+17% YOY)

95,007 future
citywide room
nights booked
(+38% YOY)

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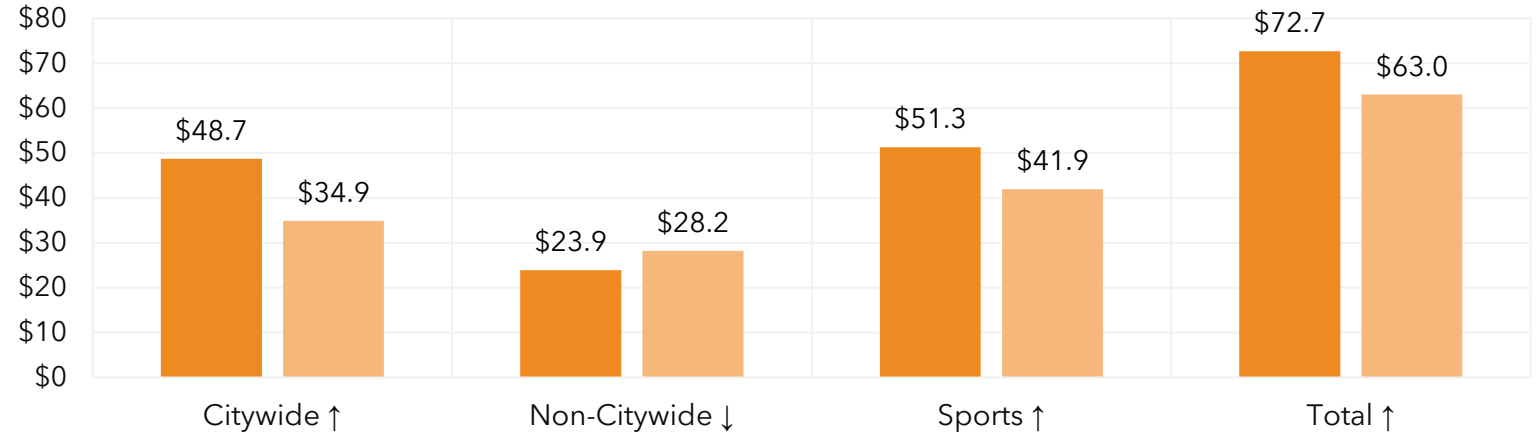
SALES

PERFORMANCE

FYTD through February

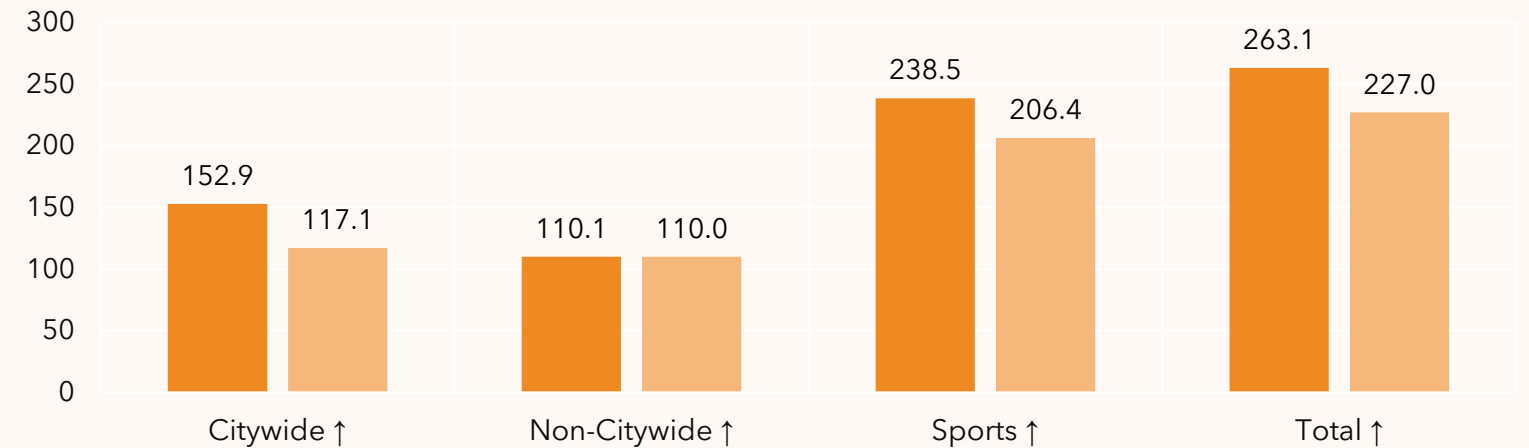
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



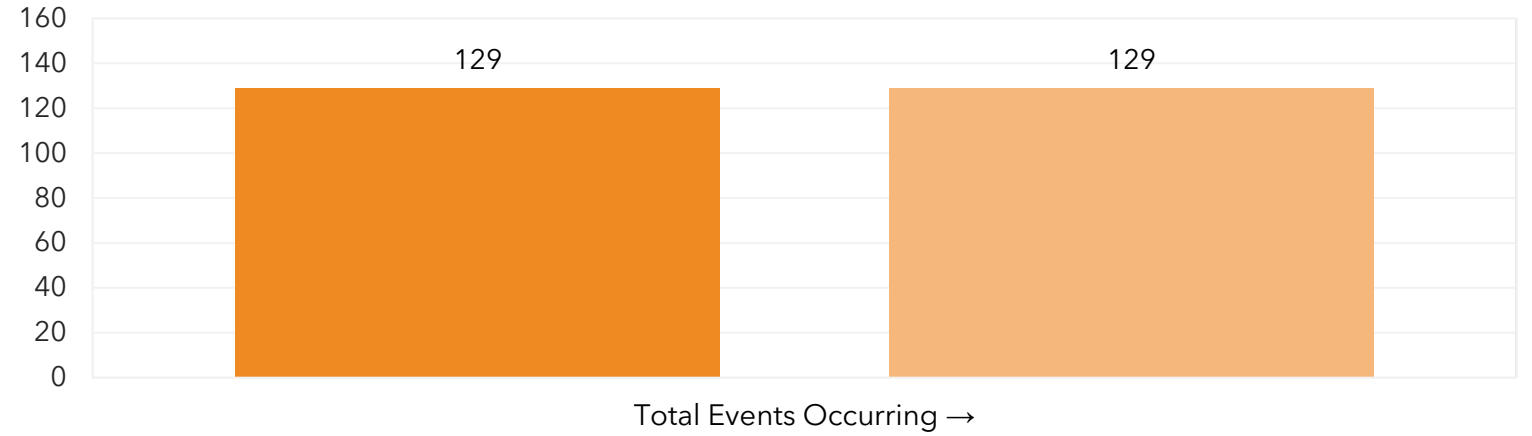
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BUSINESS OCCURRING

FYTD through February

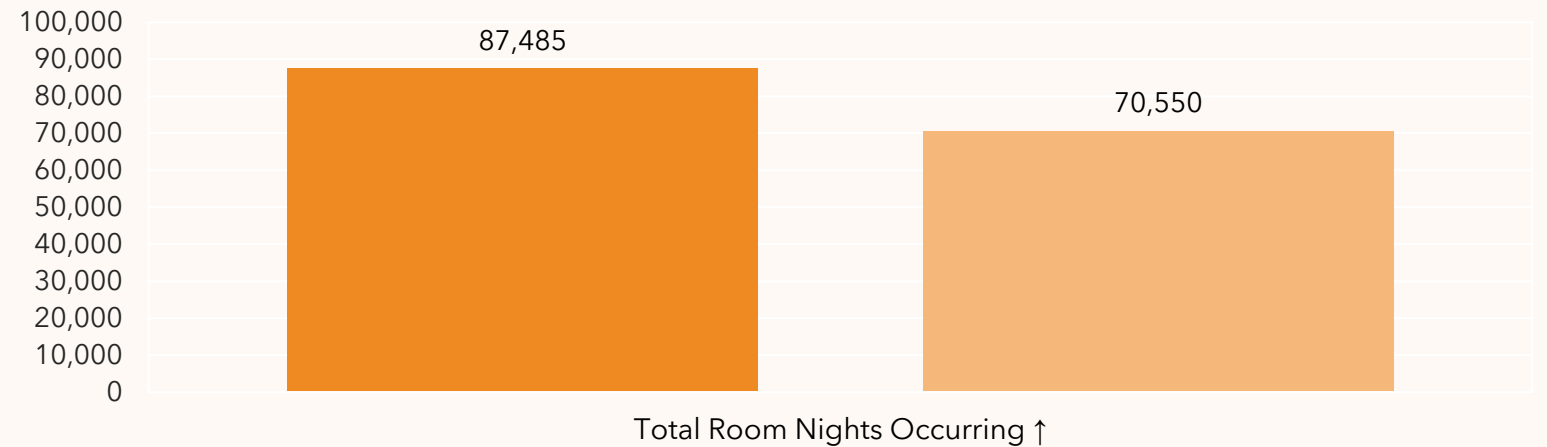
Events Occurring

FY26 YTD FY25 YTD



Room Nights Occurring

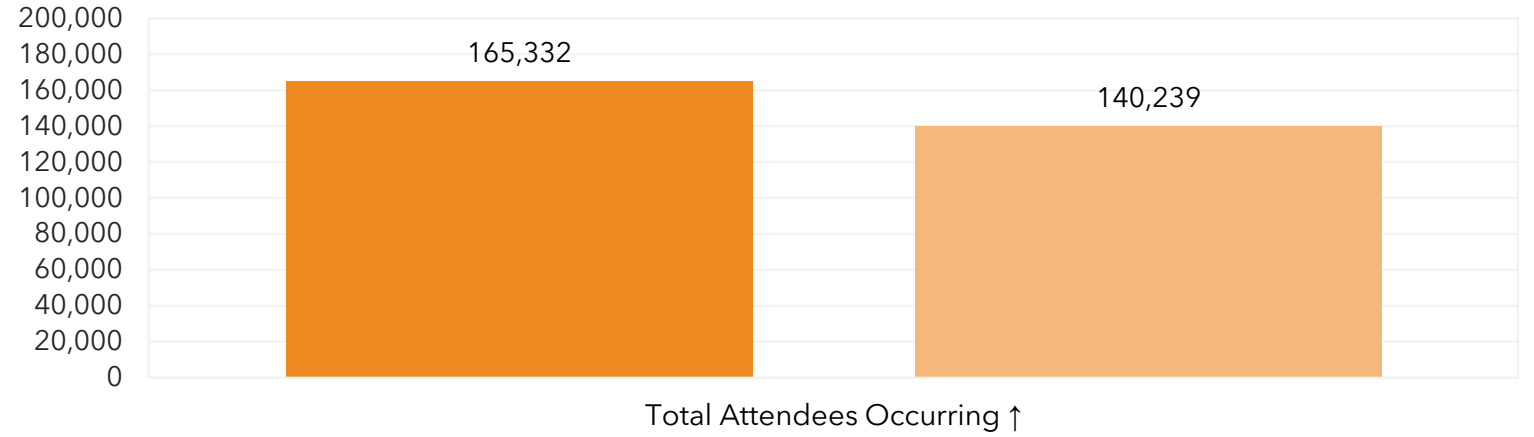
FY26 YTD FY25 YTD



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**BUSINESS
OCCURRING**
FYTD through February

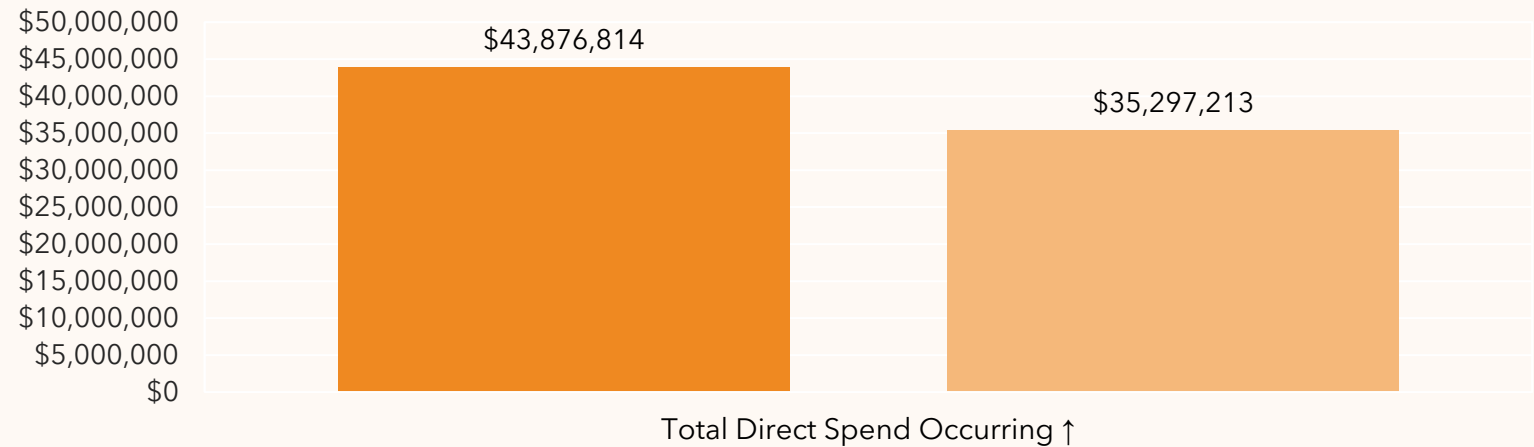
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



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
3/5/2026	New Mexico Swimming - 2026 New Mexico Swimming Short Course State Championships	1,650	887	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	National Horseshoe Pitchers Association - 2026 US Open Regional Championship	350	358	No
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
4/15/2026	EARTHWORKS - EARTHWORKS 2026 April Board Meeting	22	66	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
4/22/2026	US Postal Service - 2026 USPS AZ/NM Mid Year	200	200	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

Spotlight On

BUSINESS OCCURRING MAY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
5/1/2026	Sun Country Region Volleyball Association - 2026 Sun Country Regional Championships	5,940	3,326	Yes
5/2/2026	Hadassah - 2026 Hadassah Desert-Mountain Regional	60	60	No
5/2/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-5	1,426	598	No
5/2/2026	Rio Grande Valley Celtic Festival and Highland Games - 2026 RGVCF and Highland Games	1,000	719	No
5/6/2026	New Mexico Activities Association - 2026 State Tennis Championships	1,980	1,204	No
5/8/2026	USA Judo - 2026 Senior Nationals	1,250	1,768	Yes
5/8/2026	New Mexico Activities Association - 2026 1A-3A State Track Championships	3,168	2,118	No
5/9/2026	New Mexico Youth Soccer Association - 2026 ECNL/DPL-3	1,426	598	No
5/9/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Cinco De Mayo Tournament	4,554	860	No
5/11/2026	American Orthopaedic Association - 2026 Annual Leadership Meeting	800	1,240	Yes
5/12/2026	United House of Representatives - 2026 Chief Administrative Officer-US House of Representatives	20	72	No
5/13/2026	New Mexico Activities Association - 2026 State Softball Championships	2,310	2,107	No
5/14/2026	American Defenders of Bataan & Corregidor Inc - 2026 ADBC Annual Reunion	60	100	No
5/14/2026	New Mexico Activities Association - 2026 State Baseball Championships	2,475	1,991	No
5/15/2026	New Mexico Activities Association - 2026 4A-5A State Track Championships	4,752	1,968	No
5/16/2026	New Mexico Youth Soccer Association - 2026 State Cup u15-19 - Round 2	1,901	262	No
5/16/2026	New Mexico Youth Soccer Association - 2026 NMYSA NM Cup	3,564	336	No
5/22/2026	New Mexico Games - 2026 Basketball Championships	3,770	2,476	No
5/23/2026	New Mexico Youth Soccer Association - 2026 Sandia Cup	6,534	2,943	No