

Visit Albuquerque Destination Dashboard

March 2026



. VISIT .
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



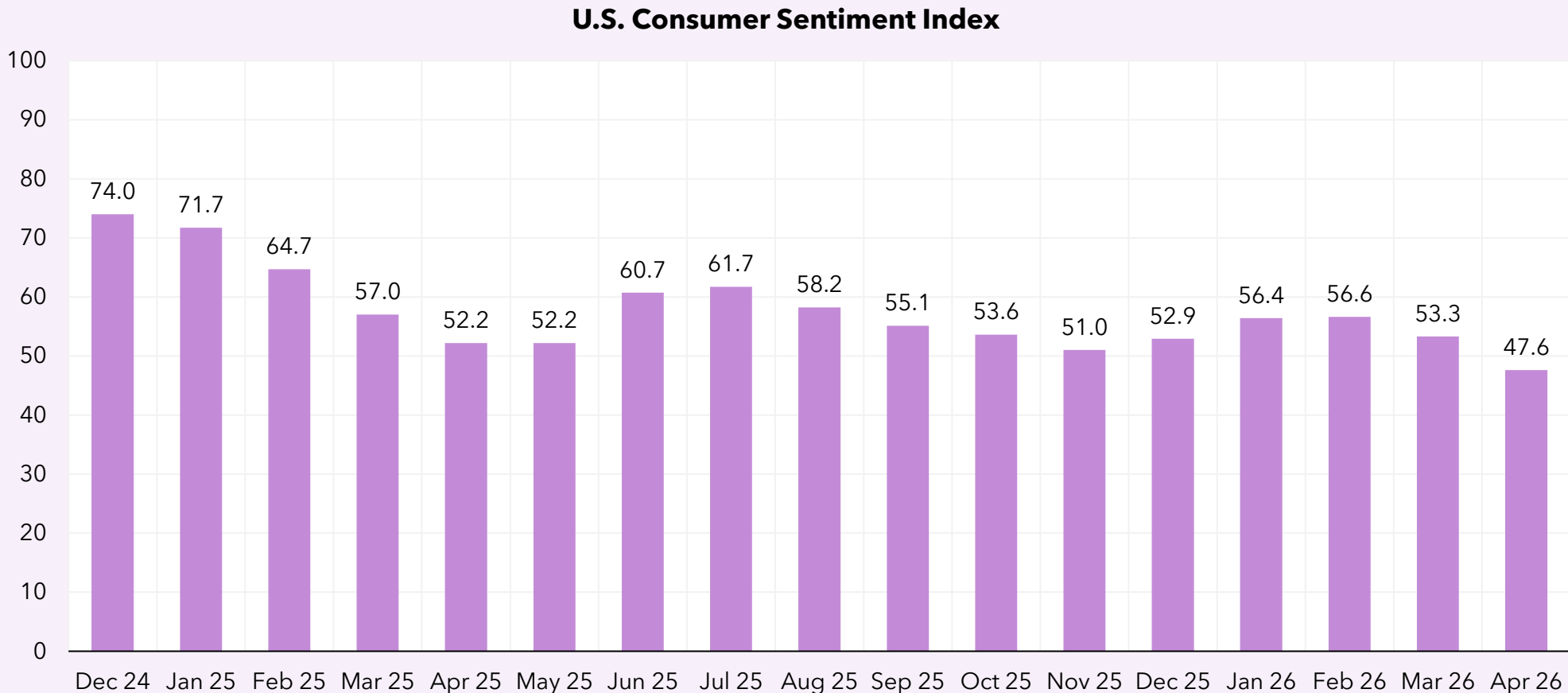
Industry
Performance

Air Service



Spotlight On

U.S. CONSUMER CONFIDENCE



Source: University of Michigan

Albuquerque

LODGERS' TAX SNAPSHOT

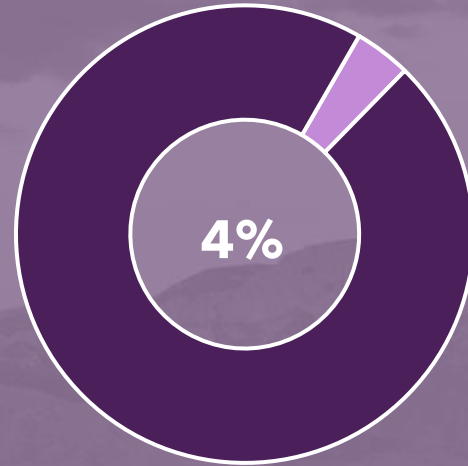
2026 Fiscal Year-to-Date through February

Total Lodgers' Tax Revenue
Collected

\$12,013,113

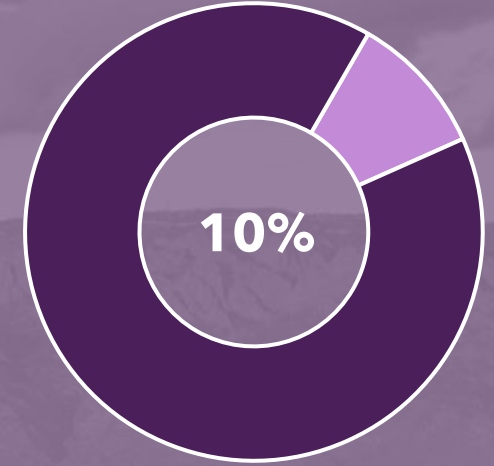
-3% vs February 2025

Delinquent Share of Lodgers' Tax
Revenue Collected



0 pts vs February 2025

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



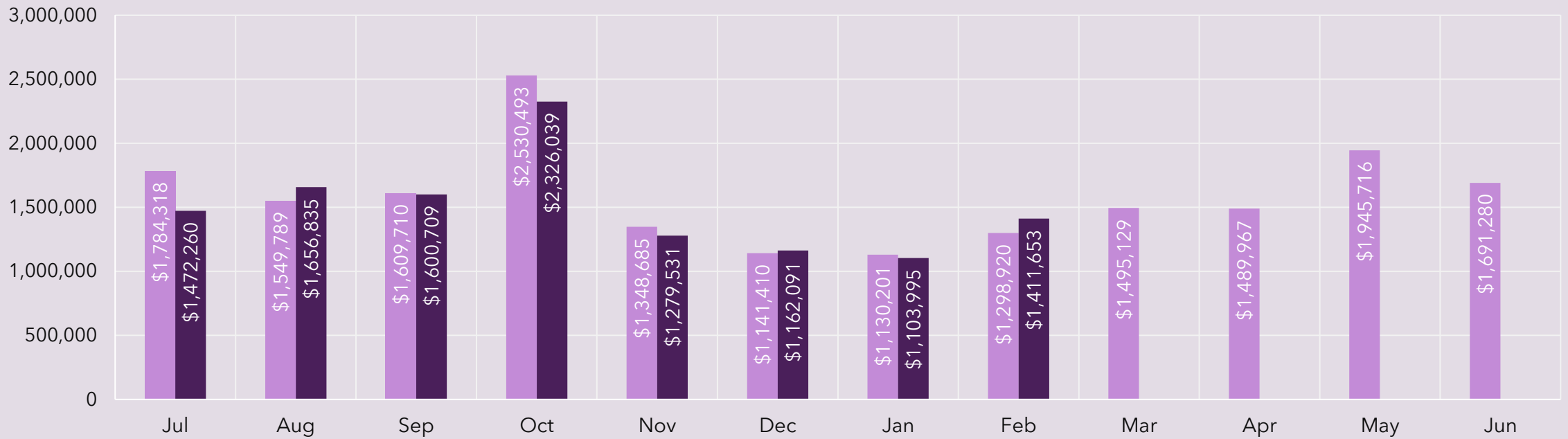
0 pts vs February 2025

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY26 FY25

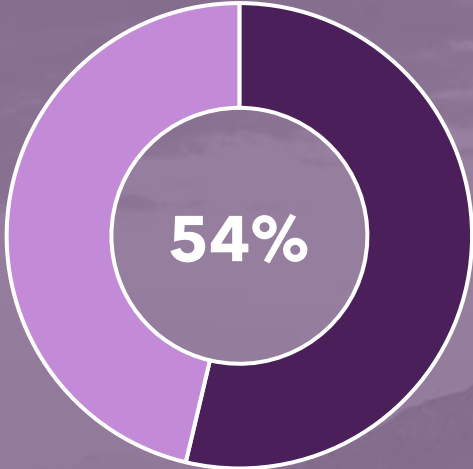


Albuquerque

HOTEL SNAPSHOT

2026 Calendar Year-to-Date through February

Occupancy



+1 pt vs February 2025

Average Daily Rate

\$108

+4% vs February 2025

Revenue per Available Room

\$58

+5% vs February 2025

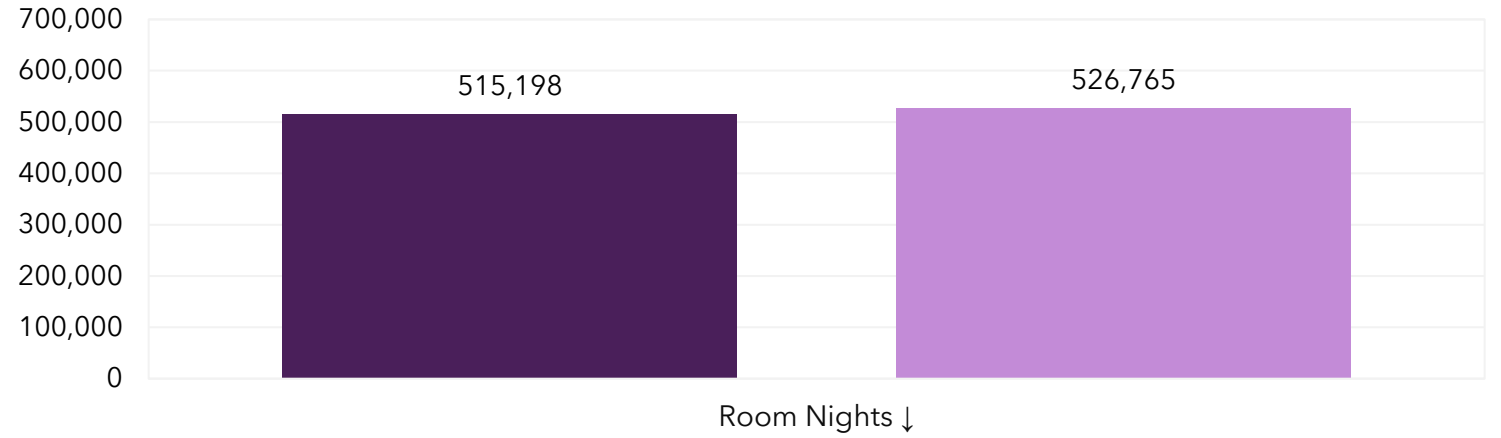
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HOTEL PERFORMANCE

CYTD through February

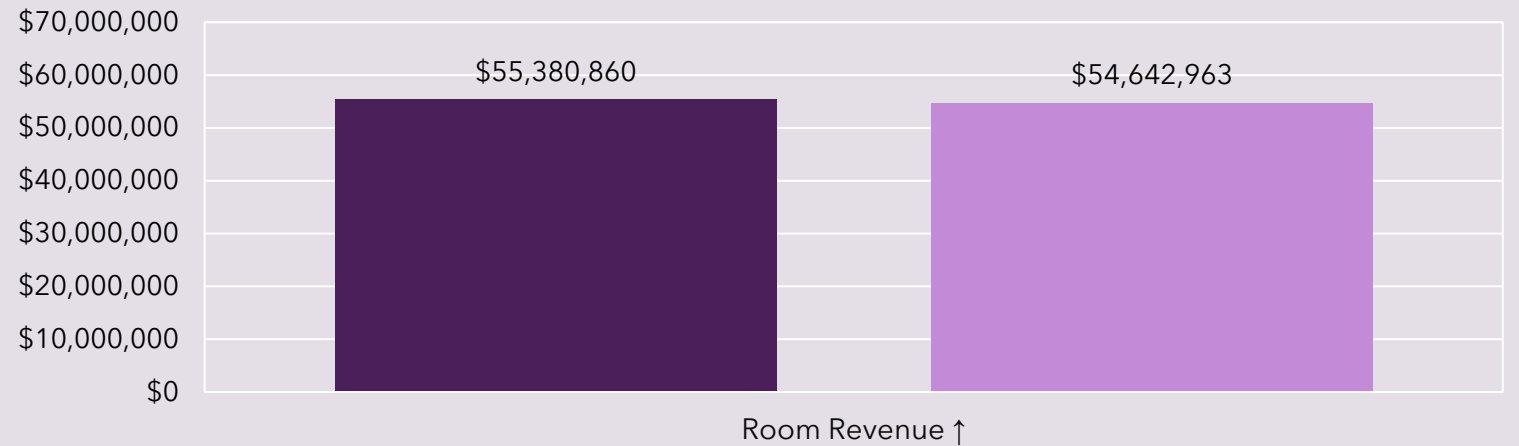
Hotel Demand

■ CYTD26 ■ CYTD25



Hotel Revenue

■ CYTD26 ■ CYTD25



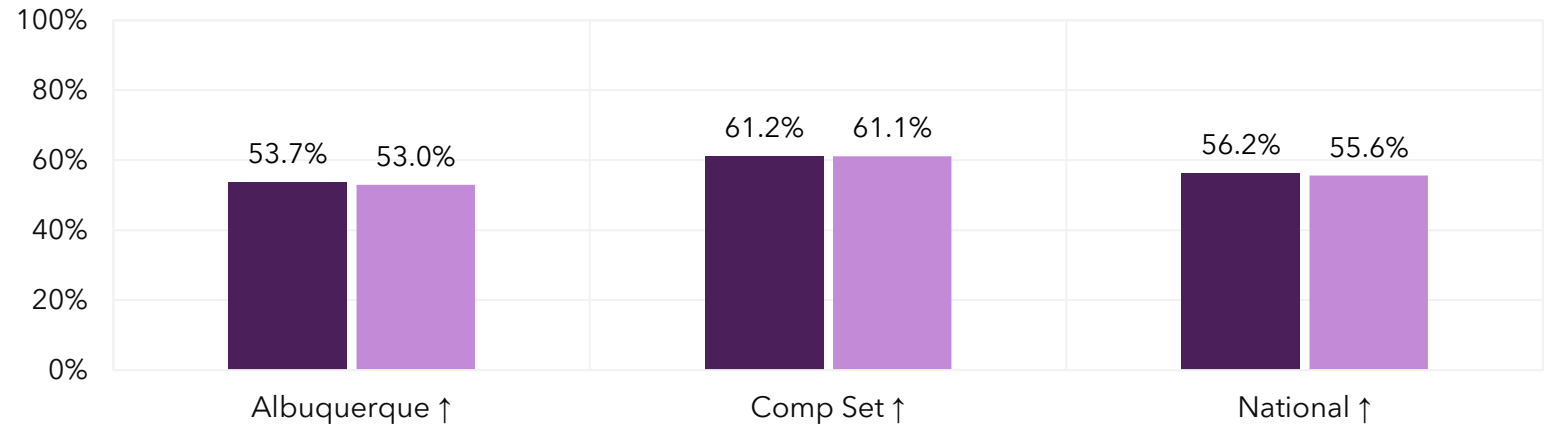
Competitor

HOTEL PERFORMANCE

CYTD through February

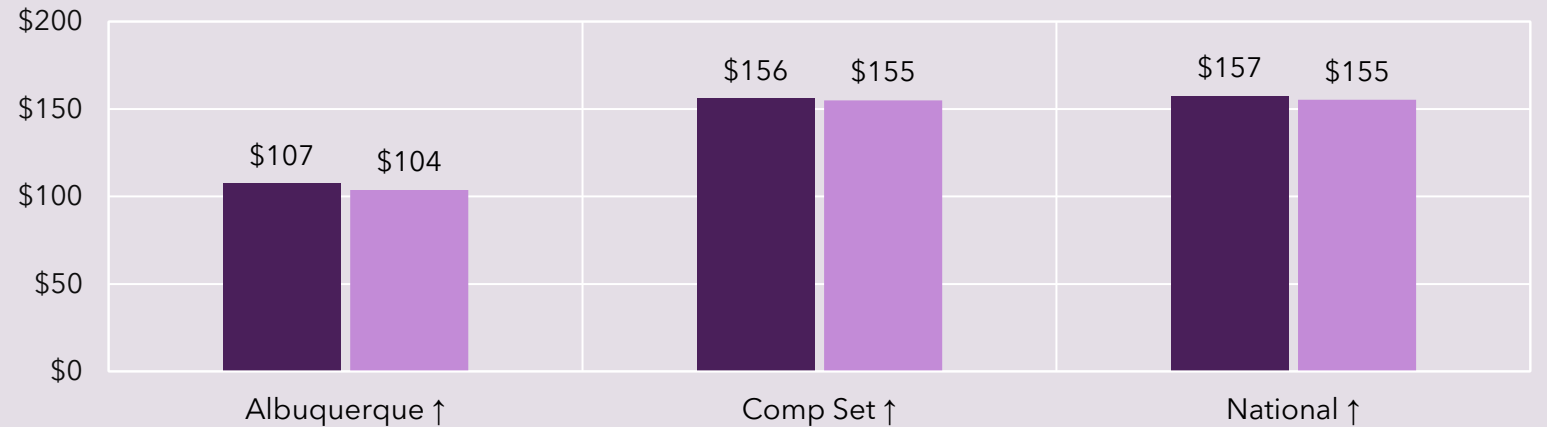
Occupancy

■ CYTD26 ■ CYTD25



Average Daily Rate

■ CYTD26 ■ CYTD25



Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through February

Deplaned Passengers

1,734,158

-2% vs February 2025

Nonstop Out of State Air Seats

2,319,068

-1% vs February 2025

Top 5 Origin Markets
Capacity Change

Dallas	↓10%
Phoenix	↑2%
Denver	→0%
Houston	↑5%
Los Angeles	↓7%

vs February 2025



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through March

Impressions

966M

-35% vs February 2025

Website Sessions

4.0M

-9% vs March 2025

Social Followers

419K

+11% vs March 2025



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through March

Visitor Center Count

61,334

+11% vs March 2025

ACE Trainees

179

-35% vs March 2025

Active Partners

637

0% vs March 2025



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through March

Citywide Room Nights Booked

101,176

+40% vs March 2025

Non-Citywide Room Nights Booked

50,491

-6% vs March 2025

Sports Room Nights Booked

109,033

+25% vs March 2025

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SALES PERFORMANCE BY SEGMENT

Meetings



42,634 future room
nights booked
(+12% YOY)

25,162 future
citywide room
nights booked
(+61% YOY)

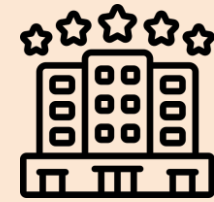
Sports



109,033 future
room nights
(+25% YOY)

76,014 future
citywide room
nights booked
(+35% YOY)

Total



151,667 future room
nights booked
(+21% YOY)

101,176 future
citywide room
nights booked
(+40% YOY)

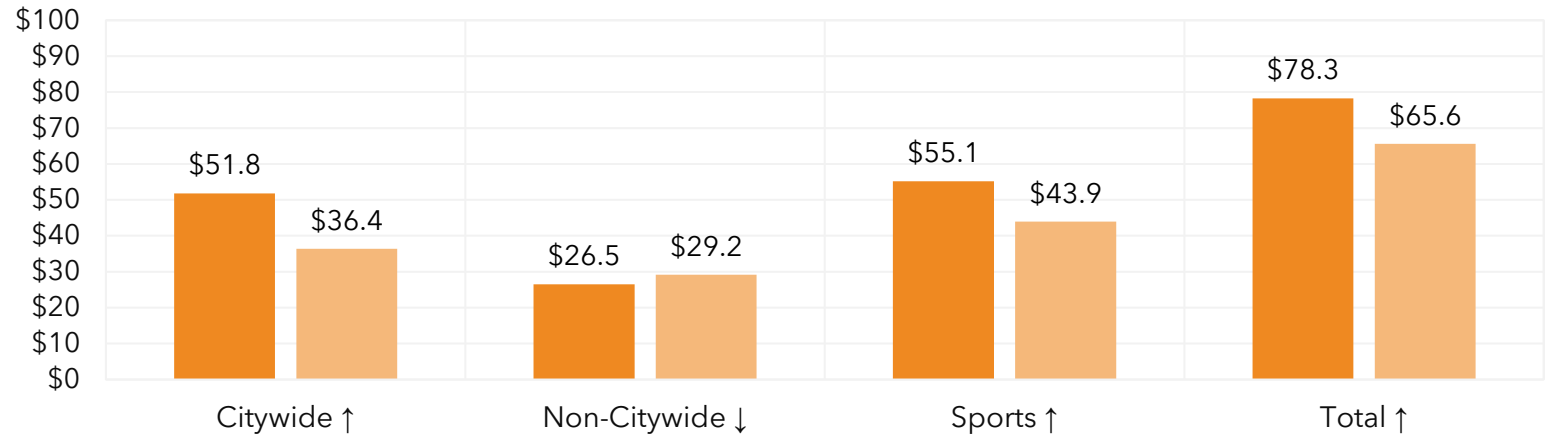
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SALES PERFORMANCE

FYTD through March

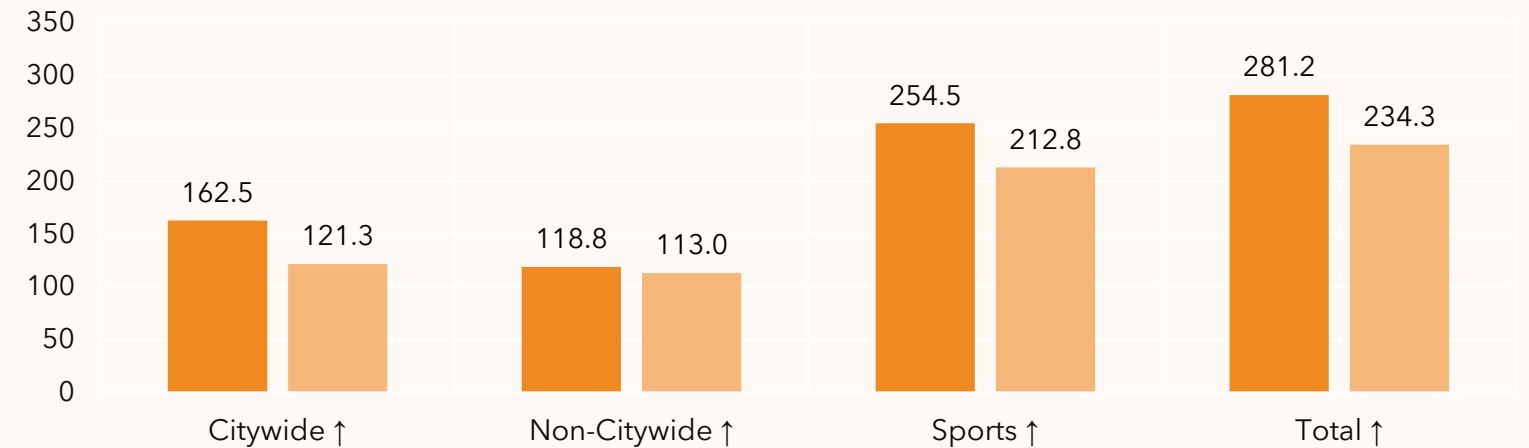
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



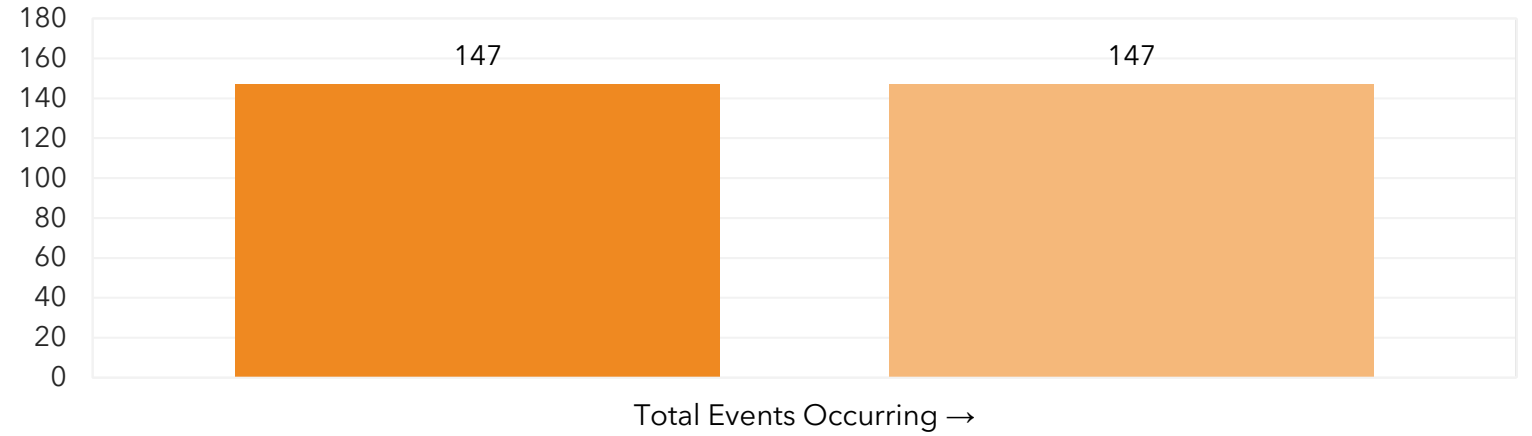
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BUSINESS OCCURRING

FYTD through March

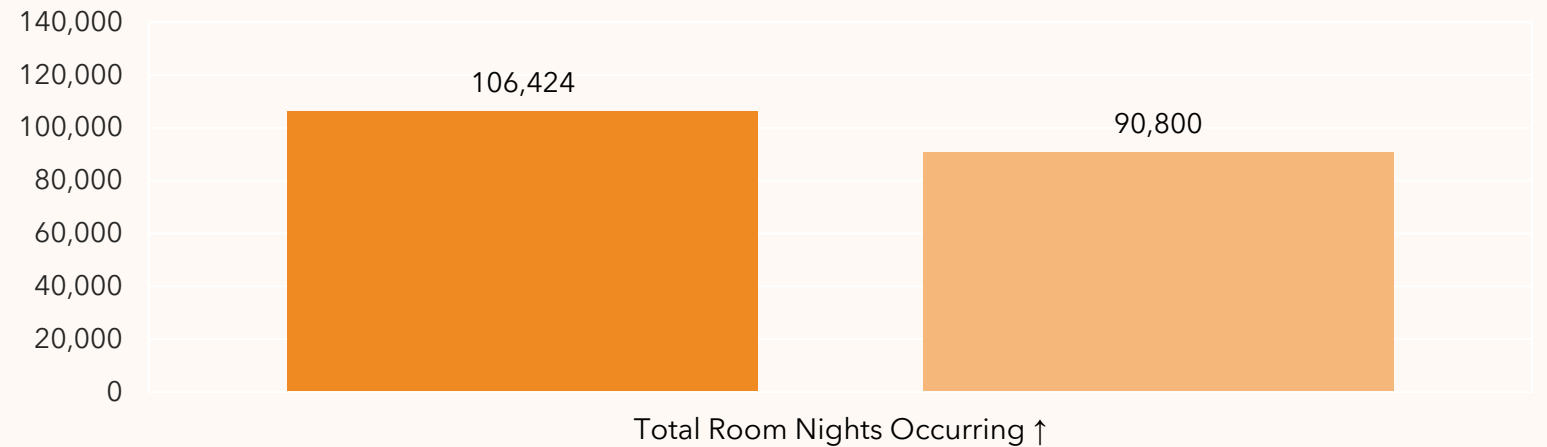
Events Occurring

FY26 YTD FY25 YTD



Room Nights Occurring

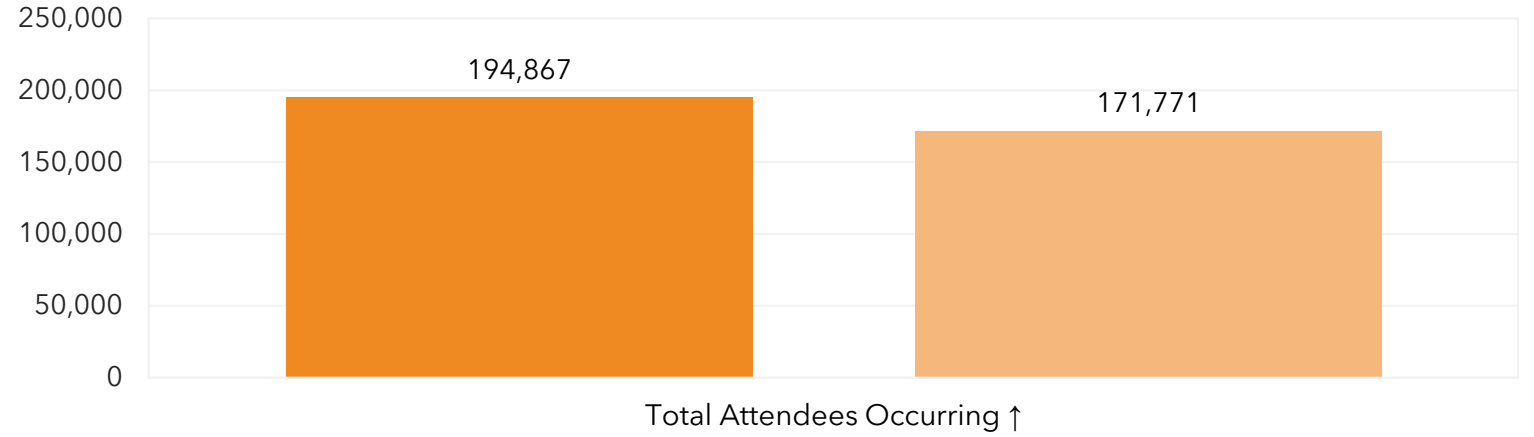
FY26 YTD FY25 YTD



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**BUSINESS
OCCURRING**
FYTD through March

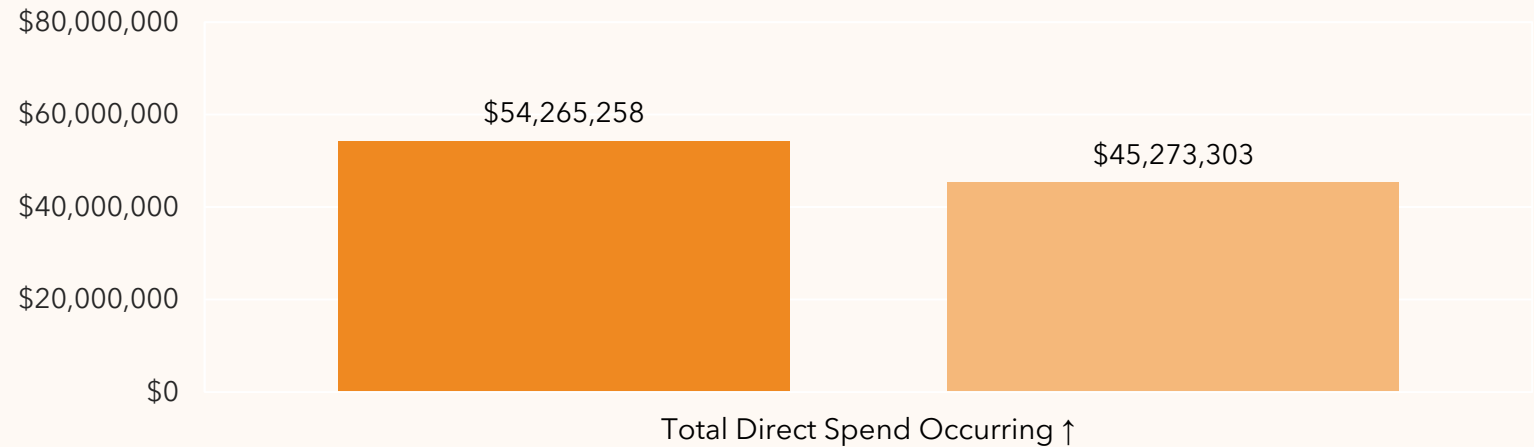
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



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	900	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	IREX - 2026 IREX Young Leaders of the Americas Initiative	9	279	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	Rio Grande Valley Celtic Festival And Highland Games - 2026 Rio Grande Celtic Festival and Highland Games	1,000	719	No
5/2/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-5	1,426	598	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
5/13/2026	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
5/23/2026	Sun Country Golf House - 2026 JAC/Uswing Mojing Jr World Qualifiers	264	111	No

Spotlight On

BUSINESS OCCURRING JUNE 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
6/1/2026	Americans for the Arts - 2026 AFTA Convention	800	1,029	No
6/4/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Classic	1,901	647	No
6/4/2026	Great Southwest Track & Field Championships - 2026 Great Southwest Track & Field Championships	1,733	1,517	No
6/5/2026	USA BMX - 2026 USA BMX Spring Nationals	1,980	1,594	No
6/6/2026	Public Relations Society of America - 2026 PRSA Travel & Tourism Annual Conference	400	995	No
6/6/2026	New Mexico Games - 2026 Judo	250	186	No
6/10/2026	Triple Crown Sports - 2026 TCS Pathway Games Albuquerque	1,872	1,557	No
6/12/2026	Sun Country Golf House - 2026 SCAGA Four-Ball Championship	390	318	No
6/13/2026	New Mexico Games - 2026 Swimming	725	191	No
6/17/2026	Krell Institute - 2026 DOE NNSA SSGF and LRGF Program Review	55	110	No
6/22/2026	Sun Country Golf House - 2026 Pro-Pro Team Championship	90	35	No
6/23/2026	Senior Softball - USA - 2026 Land of Enchantment Championships	2,760	3,321	No
6/23/2026	Sun Country Golf House - 2026 Paradise Hills Junior Event	198	55	No
6/24/2026	Great Race - 2026 Great Race	500	300	No
6/25/2026	American Society of Radiologic Technologists - 2026 ASRT Governance and House of Delegates Meeting	700	2,240	Yes
6/25/2026	Clopton Family Association - 2026 Clopton Family Reunion	80	105	No
6/25/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool West Duke City Championships	2,957	1,474	No
6/26/2026	New Mexico Games - 2026 Indoor Racquet Sports	116	69	No