

. V I S I T .

# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

## DESTINATION DASHBOARD APRIL 2018



. VISIT .

# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE


## DESTINATION DASHBOARD APRIL 2018

• **DOWN 0.8% FYTD**

• FY18-Q3: 20  
• FY17-Q3: 24

• FYTD: 247  
• PYTD: 249

**# of Group Tours**




• **UP 6% FYTD**

• FY18-Q3: 500  
• FY17-Q3: 989

• FYTD: 13,672  
• PYTD: 12,853

**Group Tour Room Nights**




• **DOWN 12% FYTD**

• Apr '18: 139,231  
• Apr '17: 161,945

• FYTD: 1,470,086  
• PYTD: 1,667,792

**Website User Sessions**




• **UP 104% FYTD**

• Apr '18: 9,172,746  
• Apr '17: 4,279,055

• FYTD: 58,388,253  
• PYTD: 28,601,276


**Advertising Impressions**



• **Apr '18: 100%**  
• Barcelona Rating over 40

• **FY18-Q3 (Jan-Mar)**  
• Natl/Intl Articles: 342  
• Impressions: 634,809,966  
• Pub Value: \$7,255,067

**Earned Media Coverage**



• **31 Media Visits Conducted FYTD**

• Apr: *Travel Channel; Brand USA; Photographer*


**Media Site Visits**



• **UP 3% FYTD**

• Followers: 125,812  
• Engagement: 8,152


**Facebook**



• **UP 24% FYTD**

• Followers: 57,774  
• Engagement: 1,878


**Twitter**



• **UP 64% FYTD**

• Followers: 15,737  
• Engagement: 10,148

**Instagram**




• **DOWN 3% FYTD**

• Apr '18: 5,683  
• Apr '17: 6,132

• FYTD: 61,640  
• PYTD: 63,254

**Information Center Visits**




• **DOWN 13% FYTD**

• Apr '18: 2,007  
• Apr '17: 2,007

• FYTD: 27,360  
• PYTD: 31,322

**Visitor Guide Fulfillment**



• **UP 135% FYTD**

• Apr '18: 14  
• Apr '17: 15

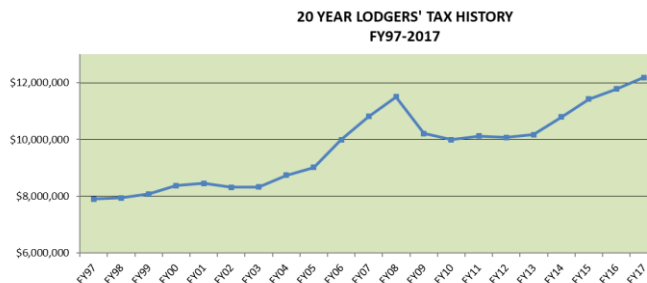
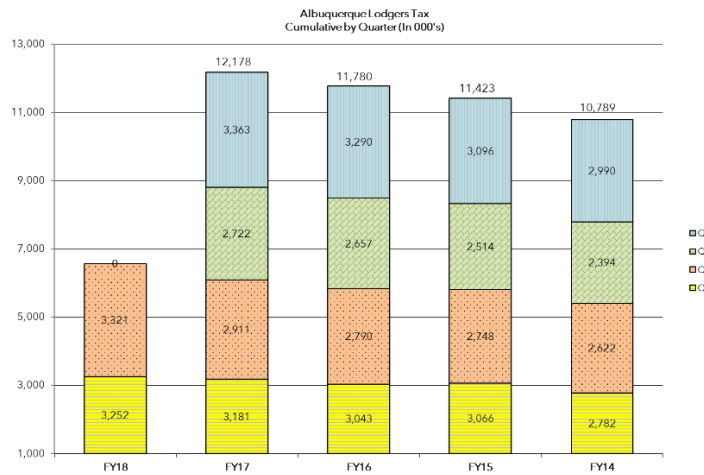
• FYTD: 200  
• PYTD: 85

**ACE Training**



## PRESIDENT'S REPORT APRIL 2018

5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Feb '18	Feb '17	% Ch from Feb '17	FYTD	PYTD	FY % Ch
\$772,294.39	\$837,861.07	-7.8%	\$7,952,628.13	\$7,527,607.91	5.6%
Monthly Comparison Airbnb					
Feb '18	Feb '17	% Ch from Feb '17	FYTD	PYTD	FY % Ch
\$33,411.40	\$0.00	100.0%	\$105,085.41	\$0.00	100.0%
Monthly Comparison Total Revenue excluding Airbnb					
Feb '18	Feb '17	% Ch from Feb '17	FYTD	PYTD	FY % Ch
\$778,190.12	\$840,825.93	-7.4%	\$8,055,155.75	\$7,678,151.48	4.9%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Feb '18	Feb '17	% Ch from Feb '17	FYTD	PYTD	FY % Ch
\$811,601.52	\$840,825.93	-3.5%	\$8,160,241.16	\$7,678,151.48	6.3%

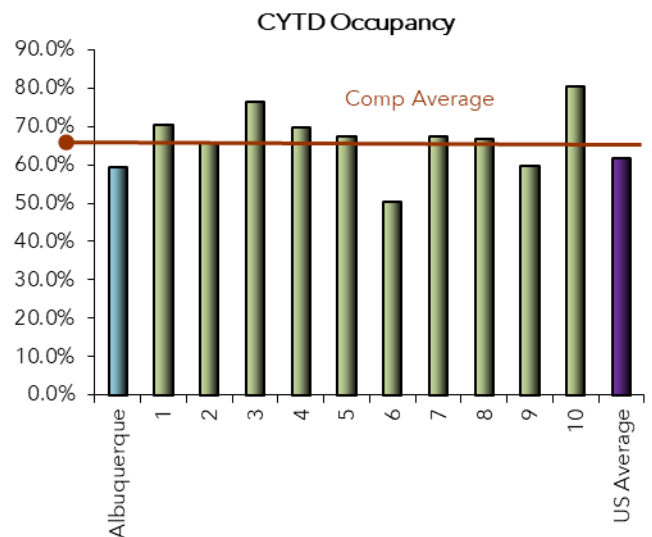
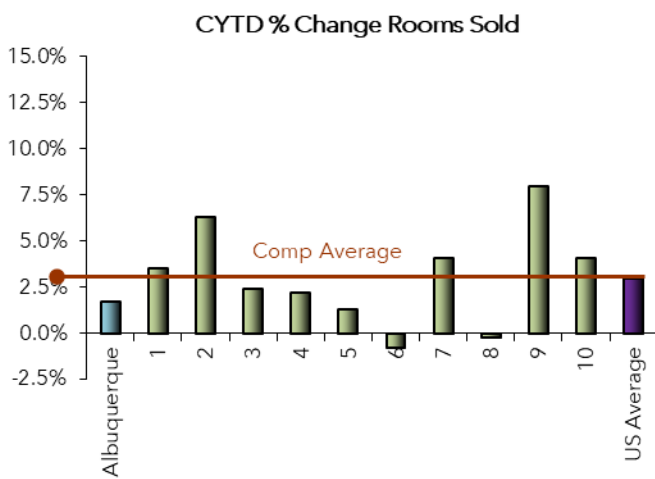


Source: City of Albuquerque - Treasury Division, City Economist

# SMITH TRAVEL RESEARCH

Lodging Industry Report												
March 2018							Calendar Year To Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	70.6%	1.4%	\$82.12	3.5%	4.9%	1.2%	59.5%	1.9%	\$79.06	1.7%	3.7%	1.7%
<b>Markets</b>												
1	78.4%	-4.6%	\$174.09	-1.5%	-6.0%	3.7%	70.3%	-3.1%	\$150.44	-0.5%	-3.6%	3.5%
2	71.7%	-0.1%	\$119.05	-2.2%	-2.3%	4.0%	65.6%	1.4%	\$118.48	0.4%	1.8%	6.3%
3	83.0%	5.2%	\$132.93	6.2%	11.7%	4.1%	76.5%	3.3%	\$133.50	5.1%	8.6%	2.4%
4	77.0%	0.7%	\$113.65	2.7%	3.5%	3.8%	69.9%	0.0%	\$111.42	0.3%	0.2%	2.2%
5	74.9%	5.6%	\$88.41	4.4%	10.3%	4.8%	67.3%	2.0%	\$87.95	-1.5%	0.5%	1.3%
6	57.7%	-4.5%	\$82.78	-0.7%	-5.3%	-2.0%	50.2%	-2.9%	\$80.52	-1.7%	-4.6%	-0.8%
7	74.4%	-1.4%	\$114.33	3.7%	2.2%	2.1%	67.3%	-0.5%	\$111.70	2.0%	1.5%	4.1%
8	73.0%	-2.4%	\$124.79	-1.4%	-3.8%	-0.7%	66.6%	-2.5%	\$121.62	0.1%	-2.4%	-0.2%
9	69.4%	2.3%	\$86.63	2.1%	4.5%	8.1%	59.8%	2.2%	\$83.11	1.7%	4.0%	8.0%
10	87.2%	-0.4%	\$188.60	1.1%	0.7%	1.5%	80.6%	1.7%	\$168.72	2.0%	3.8%	4.1%
<b>Comp Average</b>	74.3%	0.2%	\$118.85	1.6%	1.9%	2.8%	66.7%	0.3%	\$113.32	0.9%	1.2%	3.0%
<b>US Average</b>	68.5%	0.9%	\$131.56	3.0%	3.9%	2.9%	61.6%	0.9%	\$127.37	2.5%	3.5%	3.0%

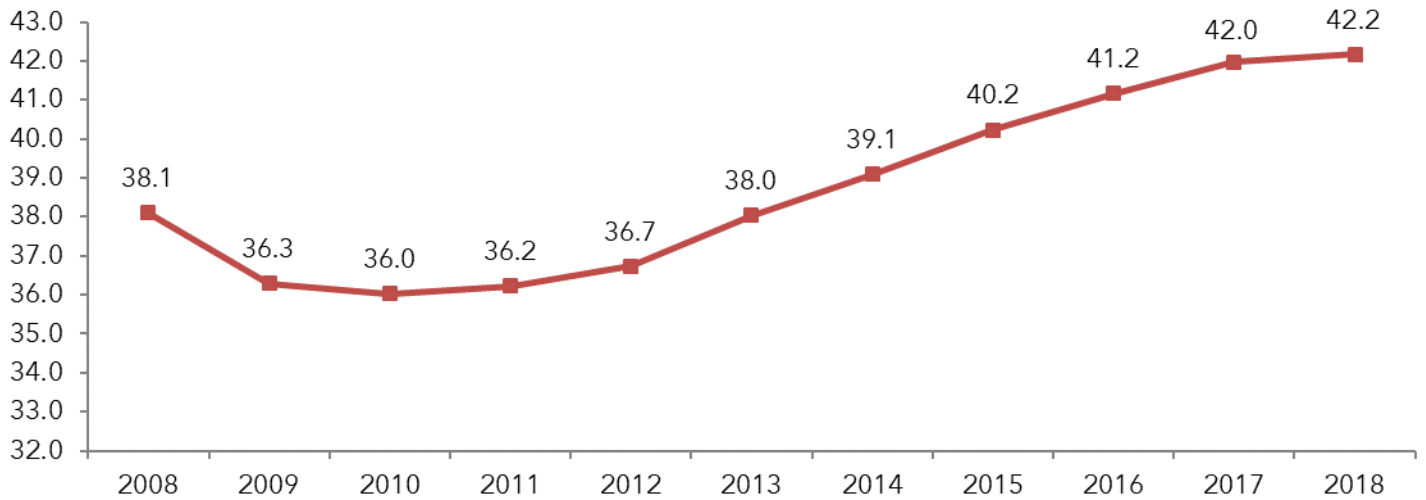
Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	76.4%	3.9%	\$120.24	1.9%	5.9%	3.9%	64.1%	-2.2%	\$116.52	1.5%	-0.7%	-2.2%
Uptown	66.4%	-8.6%	\$104.50	1.6%	-7.2%	-7.9%	58.1%	-6.4%	\$102.97	0.6%	-5.9%	-5.7%
Airport	81.7%	-2.2%	\$92.44	2.6%	0.3%	-2.2%	70.3%	-2.7%	\$88.44	1.8%	-0.9%	-2.7%
N Corridor	74.1%	2.6%	\$88.17	-3.2%	-0.7%	2.6%	61.2%	9.4%	\$88.94	-3.3%	5.8%	9.4%



Source: Smith Travel Research Inc - Replication or other re-use of this data without the express written permission of STR is strictly prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

# Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average  
January - March (In Thousands)

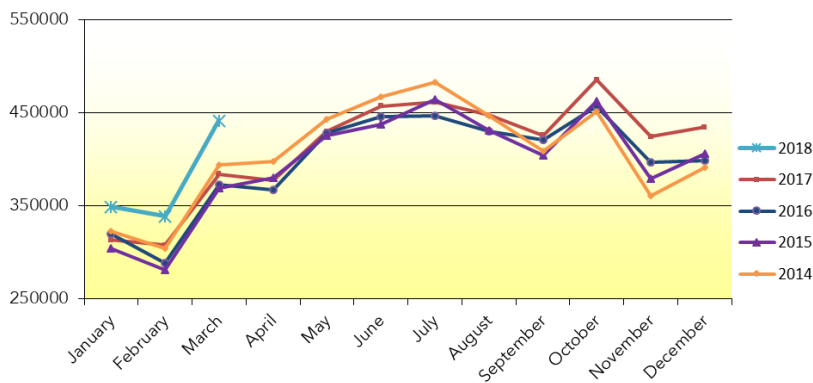


Source: Bureau of Labor Statistics

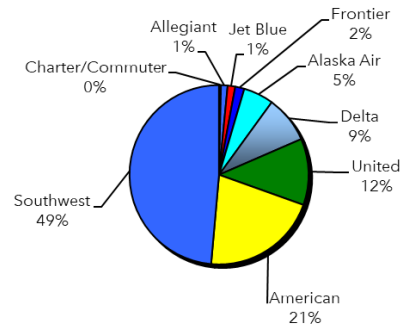
# Albuquerque International Sunport Activity

Aviation Passengers						
	Mar '18	Mar '17	% Ch from Mar '17	CYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	220,816	192,634	14.6%	565,045	506,548	11.5%
Total Deplaned Passengers	220,622	191,457	15.2%	564,321	498,489	13.2%
Total All Passengers	441,438	384,091	14.9%	1,129,366	1,005,037	12.4%

Total Passengers by Calendar Year

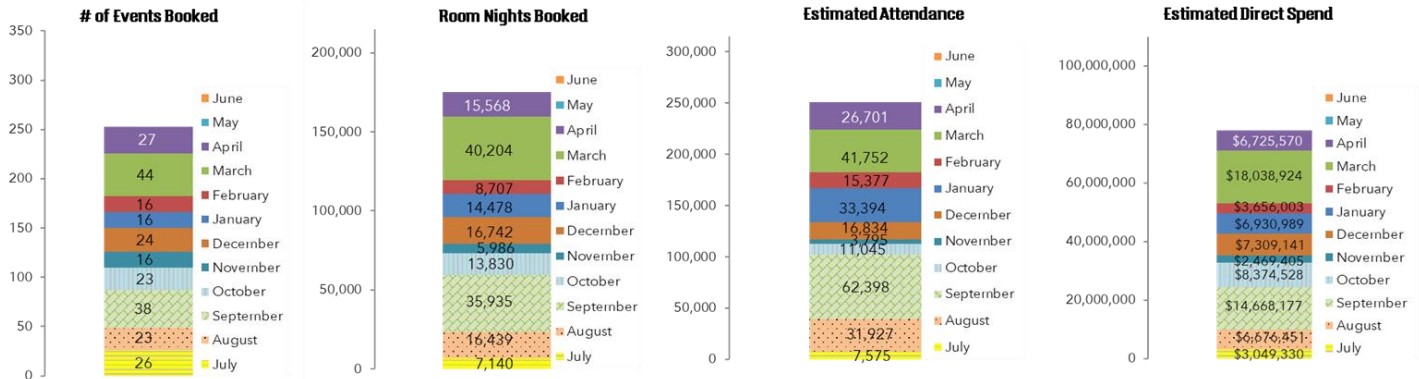


March 2018 Airline Market Share



Source: Albuquerque International Sunport

# CONVENTION SALES, SERVICES & SPORTS

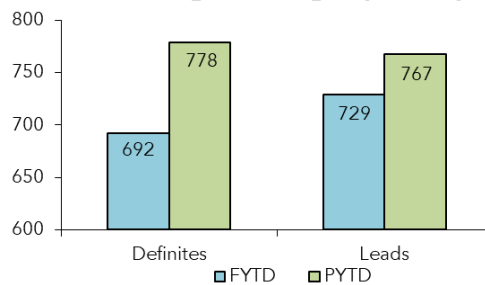


TOTAL BOOKINGS	April				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
<b>Number of Events</b>	<b>27</b>	<b>15,568</b>	<b>26,701</b>	<b>\$6,725,570</b>	<b>253</b>	<b>175,029</b>	<b>250,798</b>	<b>\$77,898,518</b>
New Citywides	2	3,059	8,514	\$1,330,353	16	33,567	34,825	\$17,425,138
Total Citywides	4	7,255	13,561	\$2,958,641	46	114,531	169,717	\$51,062,212
Total Non-Citywides	23	8,313	13,140	\$3,766,929	207	60,498	81,081	\$26,836,306

Meetings & Conventions	April				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
<b>Number of Events</b>	<b>17</b>	<b>6,667</b>	<b>6,753</b>	<b>\$3,011,416</b>	<b>168</b>	<b>68,410</b>	<b>45,612</b>	<b>\$33,381,555</b>
New Citywides	-	-	-	\$0	9	21,517	12,850	\$12,502,508
Total Citywides	-	-	-	\$0	9	21,517	12,850	\$12,502,508
Non-Citywides	17	6,667	6,753	\$3,011,416	159	46,893	32,762	\$20,879,047

Sporting Events	April				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
<b>Number of Events</b>	<b>10</b>	<b>8,901</b>	<b>19,948</b>	<b>\$3,714,154</b>	<b>85</b>	<b>106,619</b>	<b>205,186</b>	<b>\$44,516,963</b>
New Citywides	2	3,059	8,514	\$1,330,353	7	12,050	21,975	\$4,922,630
Total Citywides	4	7,255	13,561	\$2,958,641	37	93,014	156,867	\$38,559,704
Non-Citywides	6	1,646	6,387	\$755,513	48	13,605	48,319	\$5,957,259

Average Room Nights per Group

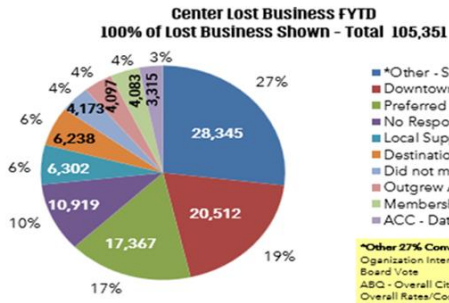


Current Tentatives					
Room Nights	We are projecting to turn the following room nights in:				
	May	Jun	Jul	% of Total	
Center M/C	84,900	3,165	5,776	0	10.5%
Center Sports	3,997	7,134	3,672	222	275.9%
NC Mtgs/Conv	39,679	0	3,997	0	10.1%
NC Sports	14,562	10,768	0	0	73.9%
<b>Total</b>	<b>143,138</b>	<b>21,067</b>	<b>13,445</b>	<b>222</b>	<b>24.3%</b>

# CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	Apr '18	Apr '17	% Ch	FYTD	PYTD	% Ch
Number of Leads	62	59	5.1%	492	488	0.8%
Total Potential Room Nights	39,644	49,824	-20.4%	358,783	374,502	-4.2%
Total Attendance	43,712	78,910	-44.6%	360,231	362,114	-0.5%

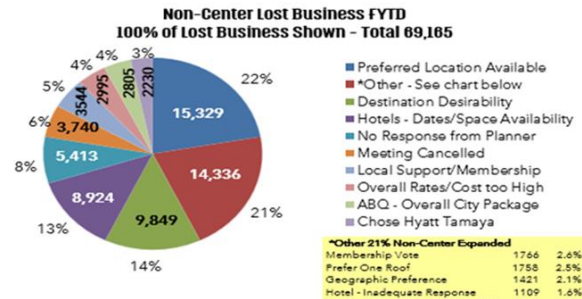


*Downtown Hotel Package includes: Too many hotels in package; More sleeping rooms close to Center; Meeting Space/Sleeping Rooms under one roof.*

- \*Other - See chart below
- Downtown Hotel Package
- Preferred Location Available
- No Response from Planner
- Local Support/Membership
- Destination Desirability
- Did not make short list
- Outgrew ABQ
- Membership Vote
- ACC - Dates/Space Unavailable

**\*Other 27% Convention Center Expanded**

Organization Internal Politics	2660	2.5%
Board Vote	2650	2.5%
ABQ - Overall City Package	2410	2.3%
Overall Rates/Cost too High	2308	2.2%
Released for another group	2195	2.1%
ABQ eliminated from search	2155	2.0%
Meeting Rotation Changed	1958	1.9%
ACC - Indoor Track	1938	1.8%
Did not make Shortlist	1671	1.6%
Hotel - Guest Room Rates too High	1545	1.5%
ACC - Rates too High	1179	1.1%
Hotel - Inadequate Response	1178	1.1%
Will not use a CC at this time	1077	1.0%
Hotel - Dates Unavailable	970	0.9%
Transportation/Accessibility Issues	766	0.7%
Meeting/Event Cancelled	630	0.6%



**\*Other 21% Non-Center Expanded**

Membership Vote	1766	2.6%
Prefer One Roof	1758	2.5%
Geographic Preference	1421	2.1%
Hotel - Inadequate Response	1109	1.6%
3rd Party/Planner did not win bid	1062	1.5%
Climate/Weather Concerns	1037	1.5%
Did not make Shortlist	895	1.3%
Near Training/Hdqt Office	787	1.1%
ABQ selected for another mtg	608	0.9%
Combined w/another meeting	598	0.9%
Planner left company	498	0.7%
Too many hotels in package	480	0.7%
Prefer a Resort	455	0.7%
No longer combining w/existing mtg	410	0.6%
Releasing Space/Will Revisit	310	0.4%
Chose Isleta Resort/Casino	267	0.4%
International Travel Concerns	250	0.4%
No LOI or No Longer Using Hotel	147	0.2%
Hotel Guest Room Rates too High	125	0.2%
Chose Sandia Resort/Casino	73	0.1%

Lost Business	April				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	25	16,187	15,686	\$9,209,863	247	174,516	100,587	\$77,937,250
Convention Center	8	10,198	10,800	\$7,043,322	65	105,351	63,786	\$53,505,031
Non-Center Mtgs/Conv	17	5,989	4,886	\$2,166,541	174	66,556	32,745	\$23,259,785
Non-Center Sports	-	-	-	\$0	8	2,609	4,056	\$1,172,434

**Top 5 Destinations Chosen over ABQ**

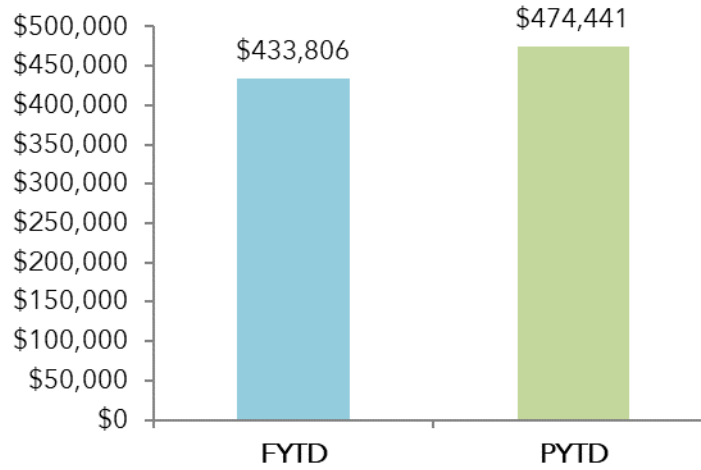
Convention Center			Non-Center Meetings/Conventions			Non-Center Sports			
April	FYTD		April	FYTD		April	FYTD		
Staten Island, NY	1,748	Grand Rapids	4,097	Westminster, CO	547	Denver	3,904	Event CXL	1,216
Reno	369	San Antonio	4,086	San Antonio	350	Las Vegas	3,097	Morocco	720
		Chicago	3,335	Seattle	280	San Diego	2,819	To Be Determined	499
		Madison, WI	2,700	Denver	247	Scottsdale	2,763	Las Cruces	120
To Be Determined	8,081	Salt Lake City	2,636	Sandia Resort	73	Reno	2,495	Met in ABQ - No Hotel	54

Business Occurring						
	Apr '18	Apr '17	% Ch	FYTD	PYTD	% Ch
Number of Meetings	38	28	35.7%	251	236	6.4%
Room Nights	13,888	15,064	-7.8%	130,269	119,676	8.9%
Attendance	26,654	22,200	20.1%	199,332	162,387	22.8%
Direct Spending	\$5,743,611	\$5,910,190	-2.8%	\$56,019,111	\$47,001,960	19.2%

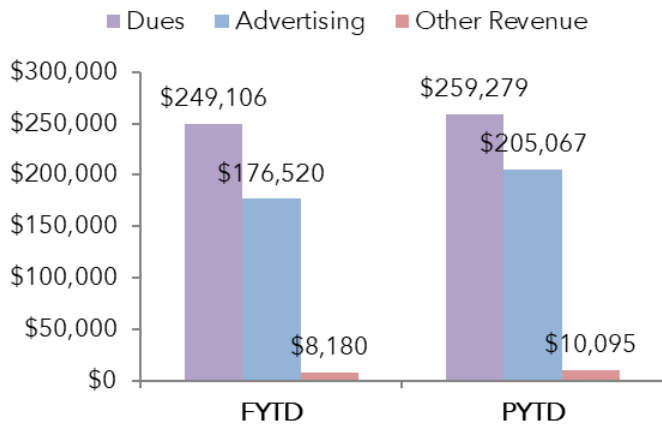
# PARTNER DEVELOPMENT



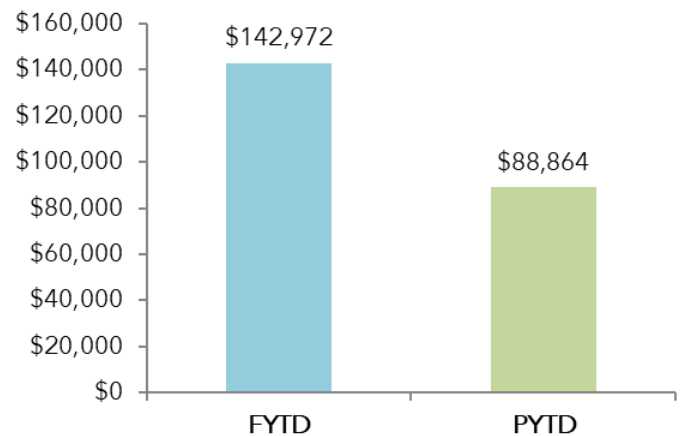
## Total Private Revenue



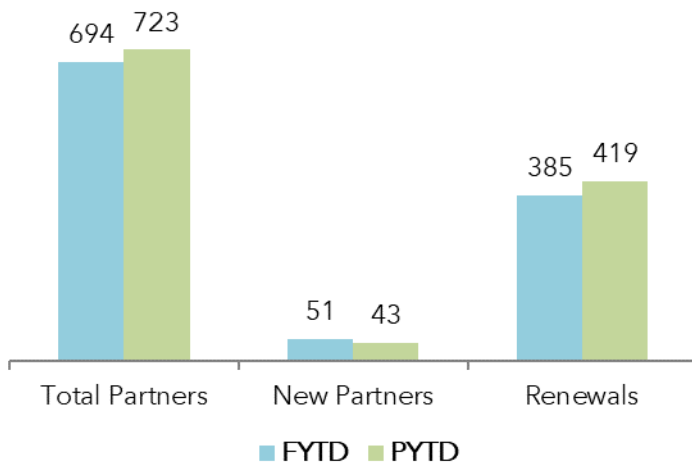
## Private Revenue



## In-Kind



## Partners



### April Visit Albuquerque Partner Events:

- Apr 4: ACE Training, Visit ABQ, 6 attendees
- Apr 12: Quarterly Partner Meeting, Albuquerque Convention Center, 247 attendees
- Apr 19: Partner Orientation, 9 attendees
- Apr 23: ACE Training, Marriott Pyramid North, 8 attendees



# MARKETING, COMMUNICATIONS & TOURISM

**PRINT**  
ADVERTISING  
IMPRESSIONS



YOY  
**104%**

FYTD18  
58,388,253

FYTD17  
28,601,276

APR 2018  
9,172,746

APR 2017  
4,279,055

## CONVENTION



Albuquerque Journal  
Business Outlook  
Est. Circulation  
61,144

## PROJECTS

QUARTERLY MEETING/  
GMID SIGNAGE

NSGA COLLATERAL

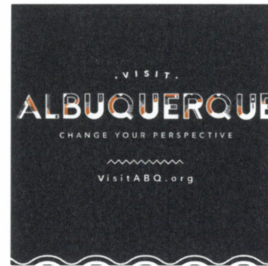
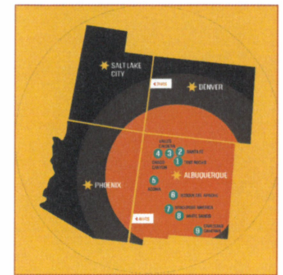
- COVER PAGE
- POSTCARD DESIGN →
- LETTERHEAD UPDATE
- ONE-SHEET FLYER UPDATE

IPW

- BOOTH & COUNTER
- TABLE TOP GRAPHIC →

FAM

- BADGES
- MAGNETIC CAR SIGNS



## COLLATERAL/AD PRODUCTION

DESTINATION BROCHURE

KING EBLASTS

TRIBAL SELF GOVERNANCE

NEW MEXICO GAMES PROGRAM AD

PROMOTIONAL ITEMS FOR SALES

NM DENTAL ASSN WELCOME FLYER  
AND KIOSK

ADBC MEMORIAL SOCIETY WELCOME  
FLYER AND KIOSK

ABQ/PROVIDENCE DINNER INVITE

UPDATE SOCIAL HEADERS

GOVERNORS CONFERENCE AD

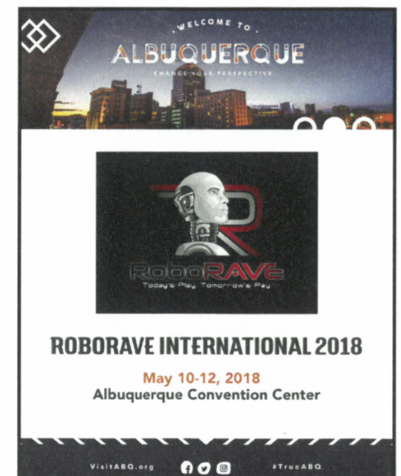
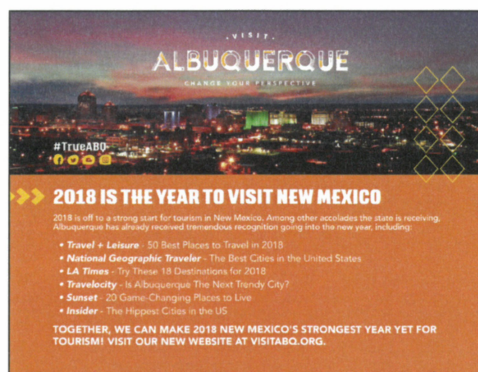
JUNE SOUTHWEST AIRLINES MAGAZINE  
AD

GENERIC ACC WINDOW CLINGS

BUSINESS OUTLOOK MAY ADS

NAON WELCOM FLYER AND KIOSK

ROBORAVE WELCOME FLYERS



# MARKETING, COMMUNICATIONS & TOURISM

## DIGITAL

WEBSITE USER SESSIONS



YOY  
**-11.9%**

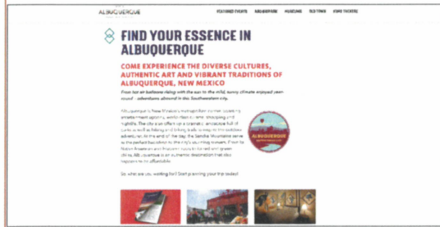
FYTD18  
1,470,086

FYTD17  
1,667,792

APR 2018  
139,231

APR 2017  
161,945

## WEBSITE UPDATES



City Culture

City Culture Microsite

PPC ADVERTISING | MAIN CAMPAIGN

18,116

PHOTO REQUESTS

6

## SOCIAL

SOCIAL IMPRESSIONS

### FACEBOOK

FOLLOWERS: 125,812  
ENGAGEMENT: 8,152

### TWITTER

FOLLOWERS: 57,774  
ENGAGEMENT: 1,878

### INSTAGRAM

FOLLOWERS: 15,737  
ENGAGEMENT: 10,148



	@VisitABQ			@ABQ365		
	APRIL	MARCH	FEBRUARY	APRIL	MARCH	FEBRUARY
TOTAL LIKES	125,812	126,046	126,060	9,692	9,721	9,741
NEW LIKES	0	0	139	0	0	0
ENGAGEMENT	8,152	10,027	9,477	946	493	
ORGANIC	141,525	161,615	176,460	15,312	15,513	11,142
TOTAL POSTS	25	22	22	14	15	14



FOLLOWERS	57,744	57,269	56,678	3,257	3,186	3,120
NEW FOLLOWERS	505	591	587	71	66	53
ENGAGEMENT	1,878	1,809	2,148	271	166	266



FOLLOWERS	15,737	15,319	14,881	1,565	1,547	1,535
NEW FOLLOWERS	856	438	504	18	12	29
ENGAGEMENT	10,148	8,697	12,233	342	277	466



	TOTAL	ABQCVB	VisitABQ	ABQ 365
SUBSCRIBERS	552	238	297	17
# OF VIDEOS	224	61	98	65
TOTAL VIEWS	406,089	189,597	169,074	47,418
NEW VIDEOS	4	0	3	1
VIEWS/mo.	13,114	416	9,646	3,052

## E-MARKETING

	@VisitABQ			ABQ 365 BLOG POSTS	
	SENT	OPEN	CLICK	THEME	DATE
4/3: "Last Day to register for Visit Albuquerque's Quarterly Meeting!"	77	0.15	0.84	Events	4/5
4/3: "Last Day to register for Visit Albuquerque's Quarterly Meeting!"	1,248	0.29	0.13	Culture	4/11
4/11: "Can't Wait To See You Tomorrow!"		0.62	0.08	Events	4/12
4/17: "Choose Your Adventure in Albuquerque"	129,059	0.09	0.14	Summer Events	4/18
4/25: "Visit Albuquerque's Industry Insider"	1,233	0.34	0.20	Events	4/19
4/27: "Gathering of Nations + May 2018 Events in Albuquerque"	1,357	0.24	0.25		

## PR/COMMUNICATIONS

### PITCHES

Artisanal ABQ FAM Invites

Elements of ABQ FAM Invites

Individual FAM Outreach

Zen Adrenaline/Outdoor Adventure

Roundup Pitches:

- Food Trails (New Mexico Green Chile Cheeseburger Trail)
- Biking Experiences (ABQ New Mexico Chile Bike Tour)

### HARO (HELP A REPORTER OUT)

Underrated U.S. Family Destinations (Family Vacation Critic)

Affordable Health/Wellness Getaways (SheKnows.com)

Scenic Train Rides (MSN Travel)

Dark Sky Communities (Livability.com)

Best Food Tasting Trails (Roam Right)

Most Glamorous Eco-Friendly Hotels in the World (PureWow)

Desert Adventures Around the World (Anonymous)

## MEDIA EFFORTS

LOCAL MEDIA

REGIONAL MEDIA

NATIONAL/INT'L MEDIA

M&C TRADE MEDIA

4/3	April 2018 Meetings/Conventions & Events alert to local media
4/3	Student Athletes to Visit VA Medical Center to Highlight 2018 National Veterans Golden Age Games alert to local media
4/10	Albuquerque Welcomes 39th American Adoption Congress Annual Conference" press release to local media
4/13	Visit Albuquerque Celebrates Global Meetings Industry Day at April 2018 Quarterly Meeting press release to local media
4/13	Visit ABQ gears up to bring events to town - Albuquerque Journal
4/19	Visit Albuquerque and Officials to Announce Major Visitor Attraction Coming to Downtown Albuquerque alert to local media
4/20	Internationally-Renowned Turquoise Museum Relocating to Downtown Albuquerque press release to local media
4/20	Turquoise Museum to take over Zachary Castle - Albuquerque Journal (print and online)
4/20	Popular tourist destination to relocate Downtown - Albuquerque Business First (print and online)
4/20	Broadcast coverage of Turquoise Museum announcement
4/25	NVGAG Fundraising Event to Support Veteran Athletes alert to local media
4/30	Visit Albuquerque creates video series to tout coverage in national travel publications" alert to local media
4/9	The Secret Ingredient Award-Winning Chef Marc Quinones Adds To Every Dish - Forbes
4/13	10 Inspiring Hotels That Bring Street Art Inside - Travel Channel
4/16	What You Should Know Before Visiting These 31 Popular Travel Destinations - Architectural Digest
4/16	Albuquerque's Old Town Goes Luxe with New Pueblo-Inspired Beauty - Fathom
4/16	Stellar Cities: 6 Places in the US That Take Stargazing Seriously - Livability
4/17	10 Best Things to Do in Albuquerque in 24 Hours - The Lemon Bowl
4/20	Top 5 Artsiest Hotels in America Revealed - World Property Journal
4/30	National Bike Month: How to celebrate this May - Fox News

### PROACTIVE LEADS & INITIATIVES

National Bike Month - New Mexico Chile Bike Tour (FOX News Online)

Summer Roadtrips - Original/Old Route 66 (Outside Online)

Gorgeous hikes with poison ivy worth the risk - Whitewater Creek Trail (Backpacker.com)

Hyper-local Hotel Amenities - Los Poblanos(New York Times)

Inspiring Women (The M Dash)

ABQ in Fall(Sunset)

## PR/COMMUNICATIONS

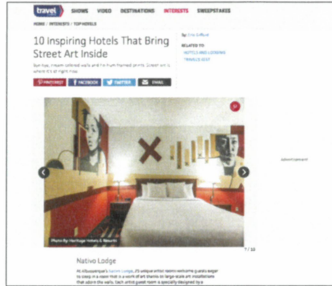
**100%** Percent of national/regional articles scoring above 40 on the Barcelona Principles scale



**FORBES**

**April 9:** "The Secret Ingredient Award-Winning Chef Marc Quinones Adds To Every Dish"

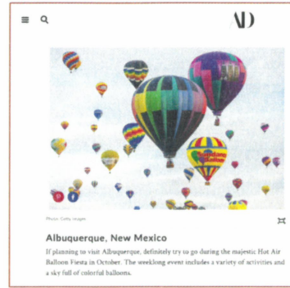
**BP Score – 100**



**TRAVEL CHANNEL**

**April 13:** "10 Inspiring Hotels That Bring Street Art Inside"

**BP Score – 60**



**ARCHITECTURAL DIGEST**

**April 16:** "What You Should Know Before Visiting These 31 Popular Travel Destinations"

**BP Score – 40**



**FATHOM**

**April 16:** "Albuquerque's Old Town Goes Luxe with New Pueblo-Inspired Beauty"

**BP Score – 100**



**LIVABILITY**

**April 16:** "Stellar Cities: 6 Places in the US That Take Stargazing Seriously"

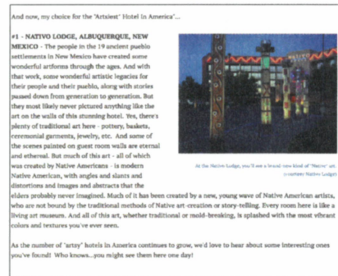
**BP Score – 50**



**THE LEMON BOWL**

**April 17:** "10 Best Things to Do in Albuquerque in 24 Hours"

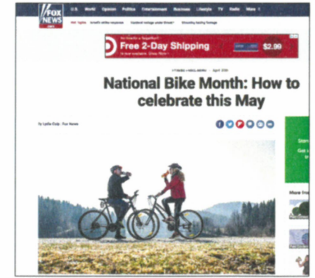
**BP Score – 100**



**WORLD PROPERTY JOURNAL**

**April 20:** "Top 5 Artsiest Hotels in America Revealed"

**BP Score – 45**



**FOX NEWS**

**April 30:** "National Bike Month: How to celebrate this May"

**BP Score – 55**

## MEETINGS/INDUSTRY EVENTS

- Apr 3: Business Issues Council (BIC) Meeting
- Apr 3: Partnership Meeting with Tap That
- Apr 3: Public Safety and Consumer Protection Fair with Mayor
- Apr 4: SOMOSabq Community Organizing Committee
- Apr 6: CSD Planning Meeting
- Apr 6: National Senior Games Admin/Finance Sub-Committee Meeting
- Apr 9: New Mexico Hospitality Association Executive Committee Meeting
- Apr 9: AED Presentation and Client Luncheon
- Apr 11: 2018 Governor's Conference on Tourism Committee Meeting
- Apr 12: Meeting Professionals International Meetings Mean Business Event
- Apr 13: 2019 National Senior Games Sponsor Development Sub-Committee Meeting

- Apr 16: New Mexico Hospitality Association Government Affairs Committee Meeting
- Apr 17: Kansas City Federal Reserve Meeting
- Apr 18: APD/Hospitality Partnership Meeting
- Apr 19: Downtown Community Partnership Meeting
- Apr 19: NMPRSA Board Meeting
- Apr 19: GAIA Luncheon – Albuquerque Events Panel
- Apr 20: Press Conference for Turquoise Museum
- Apr 25: Economic Forum
- Apr 26: Lodgers' Tax Advisory Board Meeting
- Apr 26: PRSA Luncheon – Harnessing the Power of Influencers

### VisitABQ HOSTED MEETINGS/EVENTS

- Apr 4: ACE Training Class for Assistance League
- Apr 5: Visit Albuquerque Board of Directors Meeting
- Apr 9: Visit Albuquerque Volunteer Appreciation Brunch
- Apr 12: Visit Albuquerque Executive Committee Meeting
- Apr 12: Visit Albuquerque Quarterly Meeting
- Apr 19: Visit Albuquerque Partner Orientation
- Apr 23: ACE Training Class
- Apr 26-28: Visit Albuquerque Sales Familiarization Tour

### APRIL TRADESHOWS/INDUSTRY MEETINGS

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>Apr 2: Association of Meeting Professionals,</li> <li>Apr 4: MPI Hospitality Showcase, Albuquerque, NM</li> <li>Apr 9-12: DC Sales Mission, Washington, DC</li> <li>Apr 10-12: Destination Celebration, Kansas City, MO &amp; Minneapolis, MN</li> </ul> | <ul style="list-style-type: none"> <li>Apr 12: Professional Conference Management Association, Washington, DC</li> <li>Apr 17: Quality New Mexico Summit</li> <li>Apr 24-26: National Association of Sports Commissions, Minneapolis, MN</li> <li>Apr 30: HelmsBriscoe ABC, Orlando, FL</li> </ul> |
|---|--|

### UPCOMING TRADESHOWS/INDUSTRY MEETINGS

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>May 19-23: International Pow Wow, Denver, CO</li> <li>Jun 2-5: MPI WEC, Indianapolis, IN</li> </ul> | <ul style="list-style-type: none"> <li>Jun 10-13: PCMA Education Conference, Cleveland, OH</li> <li>Jun 23-26: Reunion Friendly Network, Washington, DC</li> </ul> |
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