

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD


APRIL 2019

Fiscal Year July 1 - June 30

• UP 10.2% FYTD

- Feb '19:\$1,032,742
- Feb '18:\$811,602
- FYTD: \$8,992,857.77
- PYTD: \$8,160,241.16


Lodgers' Tax



• UP 4.1% CYTD

- Mar '19: 73.8%
- Mar '18: 70.7%
- CYTD: 62.0%
- PYTD: 59.5%


Hotel Occupancy



• UP 5.0% CYTD

- Mar '19: \$87.20
- Mar '18: \$82.41
- CYTD: \$83.28
- PYTD: \$79.35

Average Daily Rate




• DOWN 8.1% FYTD

- Apr '19: \$3.3M
- Apr '18: \$6.7M
- FYTD: \$71.6M
- PYTD: \$77.9M

Booked Direct Spend

(Meetings, Conventions & Sports)




• DOWN 7% FYTD

- Apr '19: 7,527
- Apr '18: 15,568
- FYTD: 162,678
- PYTD: 175,029

Booked Room Nights

(Meetings, Conventions & Sports)




• UP 3% FYTD

- Apr '19: 16,340
- Apr '18: 26,701
- FYTD: 258,185
- PYTD: 250,798

Booked Attendance

(Meetings, Conventions & Sports)




• DOWN 6% FYTD

- Apr '19: 19
- Apr '18: 27
- FYTD: 239
- PYTD: 253

Total Booked Events

(Meetings, Conventions & Sports)



• 106 Sports Events Booked FYTD

- Room Nights: 115,307
- Attendees: 206,588
- Direct Spend: \$49M

SPORTS



•60 M/C Site Visits & 29 Group Tour Sites FYTD

- April: 11 M/C Sites & 20 attnd for the Free Spirit Vacations & Events Spotlight FAM Tour

Sales Fams & Site Tours




•16 New Citywides Booked FYTD

- Room Nights: 34,238
- Attendees: 35,250
- Direct Spend: \$15.5M

New Citywides

(Meetings, Conventions & Sports)




• 45 Total Citywides Booked FYTD

- Room Nights: 101,461
- Attendees: 152,393
- Direct Spend: \$43.8M

Total Citywides

(Meetings, Conventions & Sports)




• 194 Non-Citywides Booked FYTD

- Room Nights: 61,217
- Attendees: 105,792
- Direct Spend: \$27.8M

Non-Citywides

(Meetings, Conventions & Sports)



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DESTINATION DASHBOARD


APRIL 2019

Fiscal Year July 1 - June 30

DOWN 2.8% FYTD

- FY19-Q3: 22
- FY18-Q3: 20
- FYTD: 240
- PYTD: 247


of Group Tours



UP 30% FYTD

- FY19-Q3: 567
- FY18-Q3: 500
- FYTD: 17,779
- PYTD: 13,672


Group Tour Room Nights



UP 24.7% FYTD

- Apr '19: 160,223
- Apr '18: 139,231
- FYTD: 1,832,638
- PYTD: 1,470,086


Website User Sessions



DOWN 34% FYTD

- Apr '19: 5,112,241
- Apr '18: 9,172,746
- FYTD: 38,774,481
- PYTD: 58,388,253


Advertising Impressions



Apr '19: 100%

- Barcelona Rating over 55
- FY19-Q3 (Jan-Mar)
- Natl/Intl Articles: 242
- Impressions: 439,577,887
- Pub Value: \$1,999,078.66

Earned Media Coverage



37 Media Visits Conducted FYTD

- April: Eileen Gunn, FamiliesGo!, Orbitz, RoamRight; Jennie Nunn, Freelance


Media Site Visits



UP 2% FYTD

- Followers: 128,770
- Engagement: 6,635


Facebook



UP 1% FYTD

- Followers: 58,343
- Engagement: 1,639


Twitter



UP 54% FYTD

- Followers: 24,273
- Engagement: 7,959


Instagram



DOWN 17% FYTD

- Apr '19: 6,355
- Apr '18: 5,683
- FYTD: 51,336
- PYTD: 61,640


Information Center Visits



UP 34% FYTD

- Apr '19: 3,790
- Apr '18: 2,007
- FYTD: 36,750
- PYTD: 27,360


Visitor Guide Fulfillment



DOWN 57% FYTD

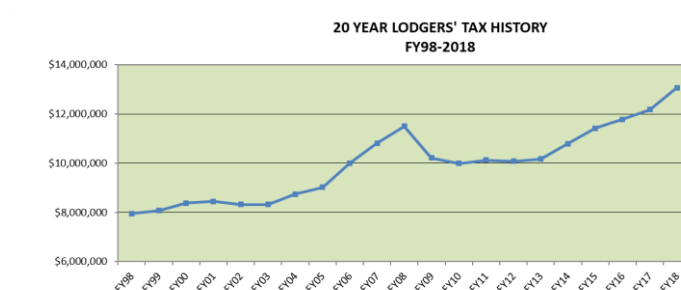
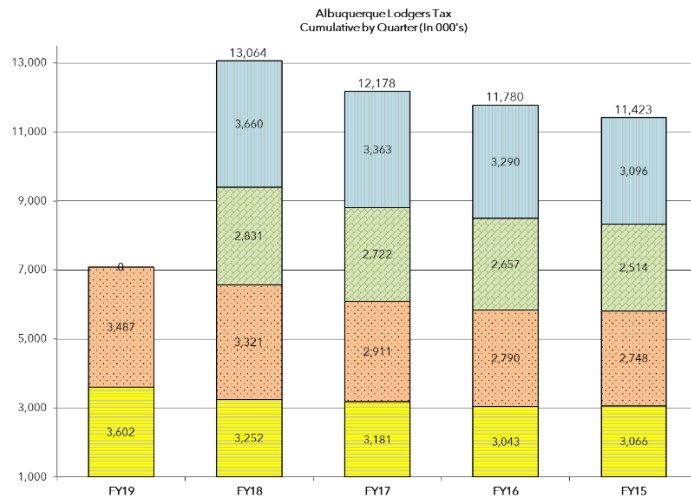
- Apr '19: 8
- Apr '18: 14
- FYTD: 87
- PYTD: 200

ACE Training



PRESIDENT'S REPORT APRIL 2019

5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Feb '19	Feb '18	% Ch from Feb '18	FYTD	PYTD	FY % Ch
\$901,890.12	\$772,294.39	16.8%	\$8,538,763.48	\$7,952,628.13	7.4%
Monthly Comparison Airbnb					
Feb '19	Feb '18	% Ch from Feb '18	FYTD	PYTD	FY % Ch
\$44,608.96	\$31,772.68	40.4%	\$308,265.51	\$105,085.41	193.3%
Monthly Comparison Total Revenue excluding Airbnb					
Feb '19	Feb '18	% Ch from Feb '18	FYTD	PYTD	FY % Ch
\$988,133.41	\$779,828.84	26.7%	\$8,684,592.26	\$8,055,155.75	7.8%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Feb '19	Feb '18	% Ch from Feb '18	FYTD	PYTD	FY % Ch
\$1,032,742.37	\$811,601.52	27.2%	\$8,992,857.77	\$8,160,241.16	10.2%

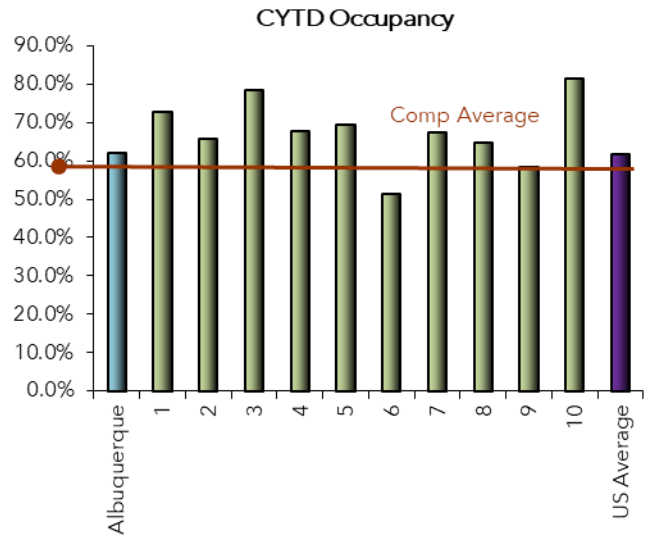
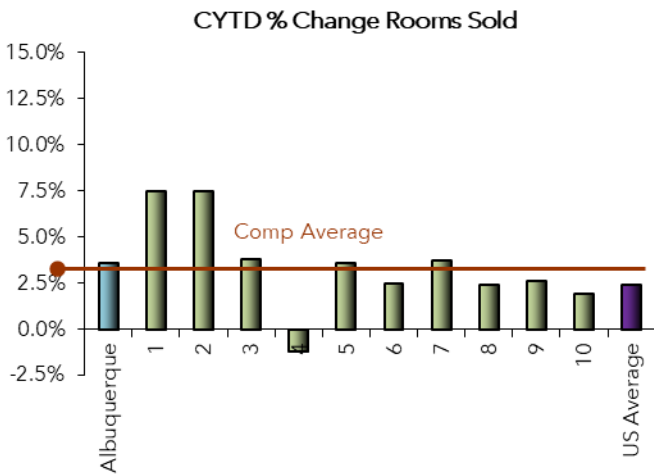


Source: City of Albuquerque - Treasury Division, City Economist

STR, INC.

Lodging Industry Report												
March 2019							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	73.8%	4.4%	\$87.20	5.8%	10.5%	3.3%	62.0%	4.1%	\$83.28	5.0%	9.3%	3.6%
Markets												
1	82.7%	5.3%	\$175.81	1.1%	6.5%	8.3%	72.6%	3.0%	\$152.97	1.9%	5.0%	7.5%
2	71.5%	0.1%	\$123.70	3.9%	4.1%	7.6%	65.7%	0.4%	\$121.28	2.3%	2.7%	7.5%
3	83.6%	2.2%	\$139.05	3.1%	5.4%	2.2%	78.6%	4.0%	\$138.72	3.0%	7.1%	3.8%
4	75.8%	-1.5%	\$118.70	4.1%	2.6%	-0.7%	67.7%	-3.2%	\$112.88	1.1%	-2.1%	-1.2%
5	75.6%	2.1%	\$93.73	6.5%	8.7%	2.1%	69.5%	3.6%	\$91.25	3.9%	7.7%	3.6%
6	59.2%	2.5%	\$82.73	-0.2%	2.3%	2.6%	51.3%	2.1%	\$82.14	1.8%	4.0%	2.5%
7	73.2%	-1.6%	\$114.92	0.3%	-1.4%	2.6%	67.4%	0.2%	\$116.34	4.0%	4.2%	3.7%
8	72.1%	-1.2%	\$126.55	1.5%	0.2%	4.2%	64.8%	-2.6%	\$121.64	0.1%	-2.6%	2.4%
9	66.5%	-4.0%	\$84.32	-2.9%	-6.8%	0.5%	58.3%	-2.3%	\$81.45	-2.2%	-4.5%	2.6%
10	87.6%	0.7%	\$197.63	4.8%	5.5%	1.1%	81.6%	1.5%	\$175.49	4.0%	5.5%	1.9%
Comp Average	74.7%	0.8%	\$122.21	2.5%	3.4%	3.1%	58.9%	0.6%	\$107.53	1.3%	2.0%	3.1%
US Average	68.4%	0.0%	\$132.66	0.6%	0.6%	2.0%	61.8%	0.4%	\$129.02	1.1%	1.5%	2.4%

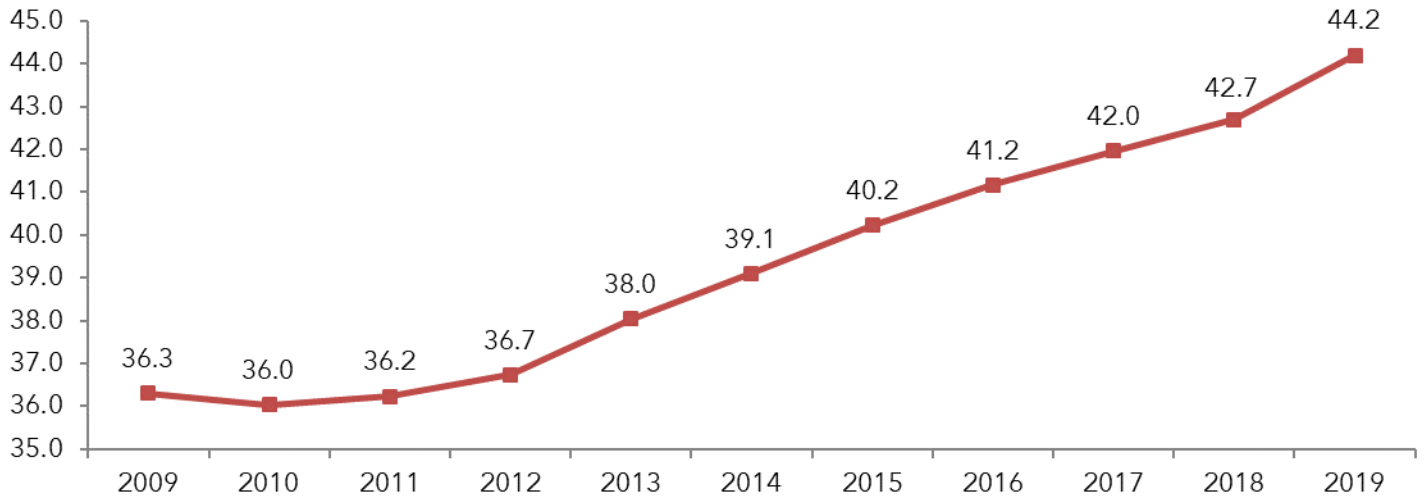
Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	80.3%	5.0%	\$131.72	9.6%	15.1%	5.0%	69.3%	8.0%	\$122.58	5.2%	13.7%	8.0%
Uptown	75.9%	3.5%	\$106.88	5.1%	8.7%	3.5%	64.8%	7.8%	\$105.17	4.4%	12.6%	7.8%
Airport	83.9%	2.6%	\$102.93	11.4%	14.3%	2.6%	73.7%	4.9%	\$96.69	9.3%	14.7%	4.9%
N Corridor	80.6%	2.5%	\$107.15	9.9%	12.7%	2.5%	64.5%	-0.1%	\$104.65	7.6%	7.6%	-0.1%



Source: STR, Inc - Reproduction 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)

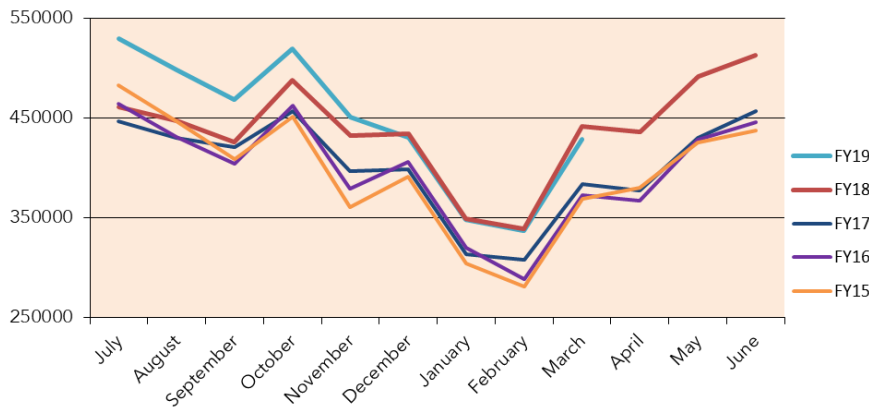


Source: Bureau of Labor Statistics

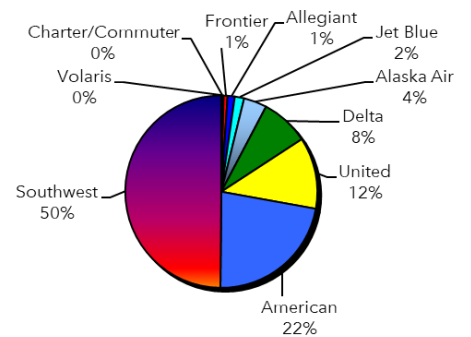
Albuquerque International Sunport Activity

Aviation Passengers						
	Mar '19	Mar '18	% Ch from Mar '18	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	216,451	220,816	-2.0%	2,008,101	1,907,377	5.3%
Total Deplaned Passengers	212,295	220,622	-3.8%	2,003,400	1,910,933	4.8%
Total All Passengers	428,746	441,438	-2.9%	4,011,501	3,818,310	5.1%

Total Passengers by Fiscal Year



March 2019 Airline Market Share

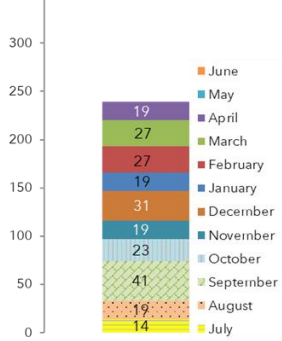


Source: Albuquerque International Sunport

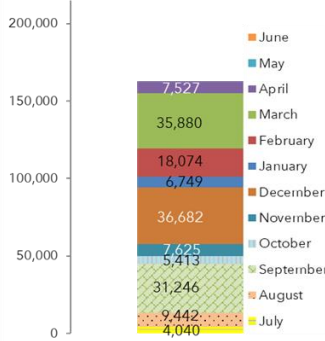
CONVENTION SALES, SERVICES & SPORTS



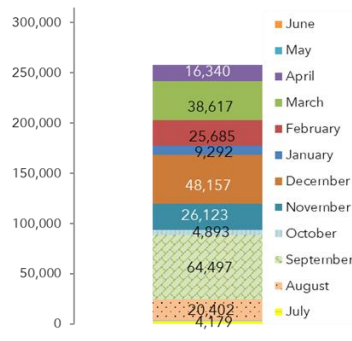
of Events Booked



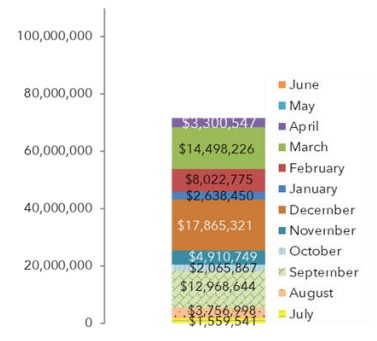
Room Nights Booked



Estimated Attendance



Estimated Direct Spend

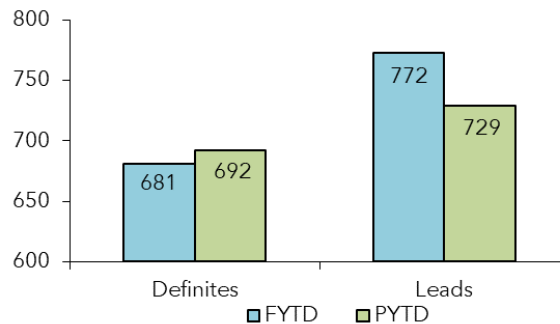


April					FYTD			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	19	7,527	16,340	\$3,300,547	239	162,678	258,185	\$71,587,118
New Citywides	-	-	-	\$0	16	34,238	35,250	\$15,516,540
Total Citywides	1	1,919	2,572	\$703,400	45	101,461	152,393	\$43,811,487
Total Non-Citywides	18	5,608	13,768	\$2,597,147	194	61,217	105,792	\$27,775,631

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	12	4,095	3,365	\$1,827,284	133	47,371	51,597	\$22,543,729
New Citywides	-	-	-	\$0	4	7,525	3,600	\$4,053,244
Total Citywides	-	-	-	\$0	5	8,015	4,600	\$4,355,491
Non-Citywides	12	4,095	3,365	\$1,827,284	128	39,356	46,997	\$18,188,238

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	7	3,432	12,975	\$1,473,263	106	115,307	206,588	\$49,043,389
New Citywides	-	-	-	\$0	12	26,713	31,650	\$11,463,296
Total Citywides	1	1,919	2,572	\$703,400	40	93,446	147,793	\$39,455,996
Non-Citywides	6	1,513	10,403	\$769,863	66	21,861	58,795	\$9,587,393

Average Room Nights per Group

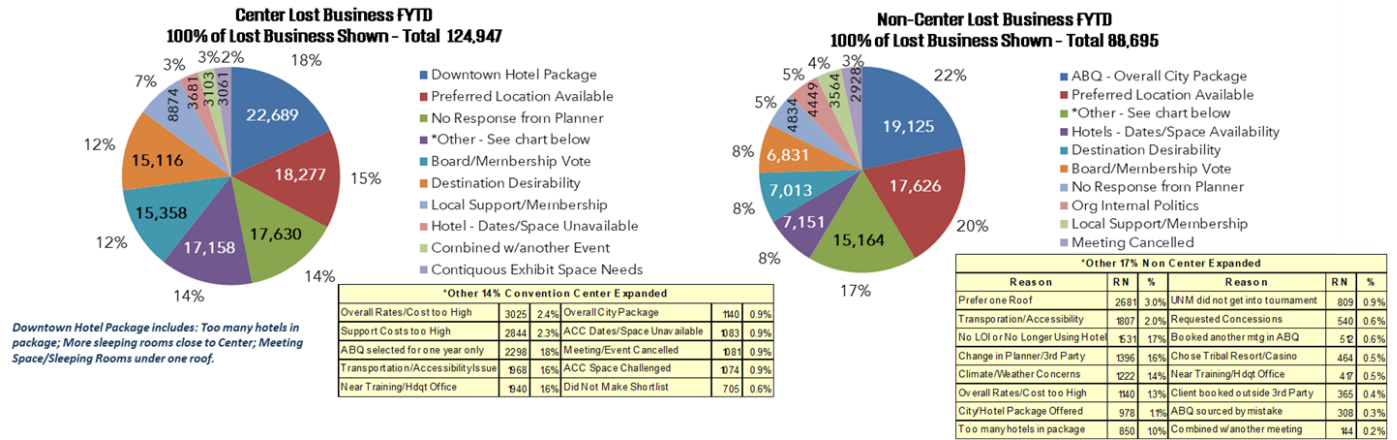


Current Tentatives					
Room Nights		We are projecting to turn the following room nights in:			
		May	Jun	Jul	% of Total
Center M/C	64,577	10,086	3,475	1,908	24.0%
Center Sports	2,212	0	0	1,898	85.8%
NC Mtgs/Conv	34,620	1,635	1,908	3,479	20.3%
NC Sports	30,424	9,545	9,368	2,711	71.1%
Total	131,833	21,266	14,751	9,996	34.9%

CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	Apr '19	Apr '18	% Ch	FYTD	PYTD	% Ch
Number of Leads	52	62	-16.1%	469	492	-4.7%
Total Potential Room Nights	38,398	39,644	-3.1%	362,190	358,783	0.9%
Total Attendance	37,533	43,712	-14.1%	405,376	360,231	12.5%



Lost Business	April				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	24	24,110	12,395	\$10,867,322	241	213,642	119,537	\$103,102,183
Convention Center	8	13,786	7,460	\$7,640,298	63	124,947	62,497	\$66,856,909
Non-Center Mtgs/Conv	15	9,137	3,477	\$2,777,314	167	61,801	31,062	\$21,717,547
Non-Center Sports	1	1,187	1,458	\$449,710	11	26,894	25,978	\$14,527,727

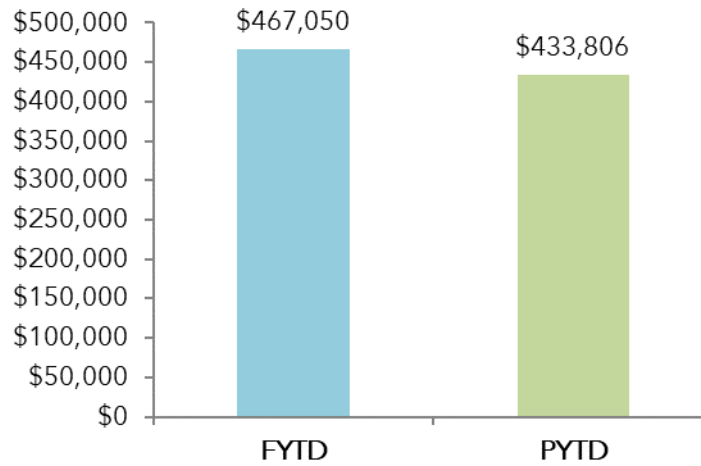
Top 5 Destinations Chosen over ABQ											
Convention Center			Non-Center Meetings/Conventions				Non-Center Sports				
April	FYTD		April	FYTD		April	FYTD				
Las Vegas	3,061	Salt Lake City	12,055	Portland	3,499	San Diego	3,944	ABQ - No LOI	1,187	Tampa	9,509
Ft Lauderdale	1,400	San Diego	5,967	Orlando	1,322	Portland	3,719			Phoenix	3,600
Dallas	1,270	Phoenix	5,626	Kansas City	1,049	Chicago	3,382			Denver	809
Washington DC	670	Las Vegas	4,913	Chicago	807	San Antonio	2,692			Pennsylvania	449
To Be Determined	7,385	Orlando	4,902	San Antonio	651	Salt Lake City	2,617			TBD	9,873

Business Occurring						
	Apr '19	Apr '18	% Ch	FYTD	PYTD	% Ch
Number of Meetings	29	38	-23.7%	259	251	3.2%
Room Nights	19,103	13,888	37.6%	161,166	130,269	23.7%
Attendance	23,091	26,654	-13.4%	207,898	199,332	4.3%
Direct Spending	\$8,099,409	\$5,743,611	41.0%	\$67,836,250	\$56,019,111	21.1%

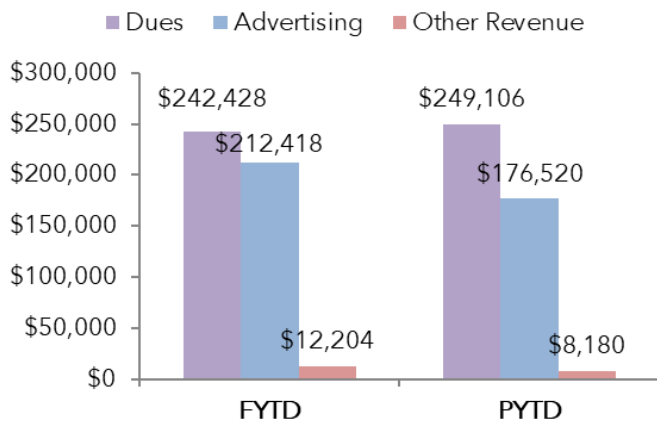
PARTNER DEVELOPMENT



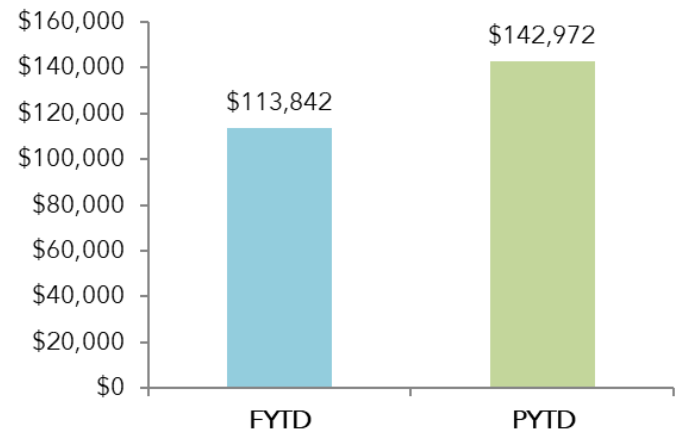
Total Private Revenue



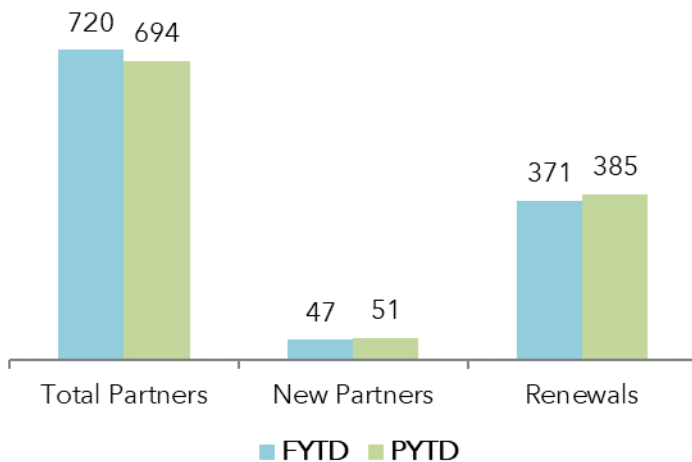
Private Revenue



In-Kind




Partners



April Visit Albuquerque Partner Events:

- Apr 4: Visit Albuquerque Quarterly Meeting/GMID, 249 attendees
- Apr 15: ACE Class at Sandia Peak Aerial Tram Ski Museum, 8 attendees
- Apr 24: Partner Orientation, 6 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	YOY	FYTD	PYTD	April 2019	April 2018
	34%	38,774,481	58,388,253	5,112,241	9,172,746

Due to a strategy shift, our advertising buy in FY19 focused on media placements with fewer impressions with a higher value.

CONVENTION



JIM GANNON BROUGHT HIS MEETING HOME TO ABQ.

WE'D LIKE TO SAY, "THANK YOU."

Jim Gannon is our hero. He was instrumental in bringing the Catholic Charities USA 2019 Annual Gathering here, which will help the Albuquerque economy. Learn how you can be a hero like Jim at VisitABQ.org/MeetingHero.

ALBUQUERQUE
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#MeetABQ

Albuquerque Journal
Business Outlook

Est. Circulation
61,144

PROJECTS

Quarterly Meeting/Global Meetings Industry Day

National Senior Games

- o Window Clings
- o Volunteer Handbook
- o Map Creation



2019 NATIONAL SENIOR GAMES
JUNE 14-25, 2019

WELCOME ATHLETES

ALBUQUERQUE, NM
PRESENTED BY Humana

COLLATERAL/AD PRODUCTION

KING eNewsletter - Cuisine

Completion of Hotel Slicks

Generic ACC window clings

Sports pop up tent

May American Airlines Magazine

New Mexico Games program ad

June Southwest Airlines

July New Mexico Magazine

ACC floor plan cards

Governors Conference ad

Volunteer Recruitment Flyer - USA

Weightlifting

Business Outlook

Meet and Greet signs/badges



SOME OF OUR SPICEST FLAVORS HAVE NOTHING TO DO WITH FOOD

ALBUQUERQUE
CHANGE YOUR PERSPECTIVE



#TrueABQ

ALBUQUERQUE
CHANGE YOUR PERSPECTIVE

NEW MEXICO IS THE PLACE TO BE IN 2019

Tourism in New Mexico is off to a strong start in 2019, as evidenced by the state and Albuquerque already achieving mentions within some of the travel industry's most prominent and influential publications, including:

- **Travel Channel** - The 10 Best 2019 Budget Travel Destinations
- **Mic.com** - 5 reasons to visit Albuquerque in 2019
- **The Seattle Times** - Weekend getaways: Soak up the sun and culture of Albuquerque
- **Oyster.com** - 9 of the Best Long Weekend Getaways in the U.S.
- **Asbury Park Press** - Visit New Mexico, the land of enchantment
- **Smart Meetings** - New Mexico: Taking Wow to a New Level

TOGETHER, WE CAN MAKE 2019 NEW MEXICO'S STRONGEST YEAR YET FOR TOURISM! VISIT OUR WEBSITE AT VISITABQ.ORG.



MEET & GREET

VISIT ALBUQUERQUE'S MEET & GREET WITH TURNER

ALBUQUERQUE
CHANGE YOUR PERSPECTIVE

TURNER
CHANGE YOUR PERSPECTIVE

Page 7

MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER SESSIONS	↑	YOY	FYTD	PYTD	April 2019	April 2018
		24.7%	1,832,638	1,470,086	160,223	139,231

WEBSITE UPDATES



New Farmers' and Growers' Market Page

- Created dynamic content profiles and personas in CMS for each of our target audiences
- Implemented dynamic content profile tags and content throughout website
- Built new landing page and "Things to Do" navigation item for Farmers and Growers Markets
- Built 15 new landing pages for summer digital campaign
- Updated "What's New" page with Spring and Summer updates
- Updated all hotel slicks on website
- Updated NSG landing page with sponsor listings
- Fixed event listings, which were no longer showing an email link, to show contact email link again
- Updated language on Partner Plaza Asset Gallery page to include more instructions on requesting assets

PPC ADVERTISING MAIN CAMPAIGN	PHOTO REQUESTS
19,841	6

Note: We ran an incremental hotel campaign, in response to concerns about loss of business from the government shutdown. Total clicks with the incremental campaign: 26,887.

SOCIAL IMPRESSIONS	FACEBOOK		TWITTER		INSTAGRAM			
	FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT		
	128,770	6,635	58,343	1,639	24,273	7,959		
			@VisitABQ		@ABQ365			
			April	March	February	April	March	February
	TOTAL LIKES	128,770	128,569	128,298	11,509	11,157	10,903	
	NEW LIKES	201	271	0	352	254	178	
	ENGAGEMENT	6,635	13,091	5,560	2,825	646	728	
	ORGANIC	137,451	167,949	110,509	18,764	7,648	10,383	
	TOTAL POSTS	24	20	17	13	12	17	
	FOLLOWERS	58,343	58,246	58,086	3,893	3,844	3,795	
	NEW FOLLOWERS	97	160	117	49	49	33	
	ENGAGEMENT	1,639	1,158	1,200	206	112	103	
	FOLLOWERS	24,273	23,287	22,593	1,752	1,733	1,729	
	NEW FOLLOWERS	986	694	1,004	19	4	14	
	ENGAGEMENT	7,959	7,891	7,932	152	151	209	
	TOTAL							
	SUBSCRIBERS		670	245	403	22		
	# OF VIDEOS		220	61	136	23		
	TOTAL VIEWS		608,010	192,789	328,583	86,638		
	NEW VIDEOS		1	0	1	0		
	VIEWS/mo.		20,381	176	15,527	4,678		

E-MARKETING

	@VisitABQ			ABQ 365 BLOG POSTS	
	SENT	OPEN	CLICK	THEME	DATE
4/3: "See You Tomorrow for Visit Albuquerque's Quarterly Meeting to celebrate Global Meetings Industry Day (#GMID19)"	119	0.57	0.06	Events	4/3
4/10: "Be the First to Try Our New Trip-Planning Tool!"	137,439 leisure contacts	0.06	0.15	Albuquerque in the News	4/10
4/23: "Visit Albuquerque's April 2019 Industry Insider"	1250 partner contacts	0.32	0.18	Events	4/11
4/24: "Win a Beer-cation to Al-BREW-querque!"	136,321 leisure contacts	0.7	0.20	Restaurant Patios	4/15
4/26: "May 2019 Events in Albuquerque"	2630 local contacts	0.23	0.20	Events	4/18
				Events	4/24

PR/COMMUNICATIONS

PITCHES

Top 100 Targeted Feature Pitching
(Short-Long Lead)

June Flamenco FAM (Mid-lead)

Individual FAM Outreach

HARO (HELP A REPORTER OUT)

American Cities for Spring Flowers (Martha Stewart Living)

Eco-Friendly Luxury Hotels to Inspire Earth Day Getaways (Inspirations & Celebrations)

Sensory-Friendly/Autism Travel (Travel Insider)

Cultural Celebrations (Tribune News Service)

PROACTIVE LEADS & INITIATIVES

Architectural Digest - TBD 2019 (Top Historic Mansions in All 50 States)

Parents Magazine - TBD 2019 (Kids Travel Awards)

BestCities.org - TBD 2019 (America's Best Cities Report)

Brit + Co - TBD 2019 (Why Wine Deserves a Spot in Any Healthy Diet)

TLCme.com - TBD 2019 (Winery Weddings)

MEDIA EFFORTS

LOCAL MEDIA

REGIONAL MEDIA

NATIONAL/INT'L MEDIA

M&C TRADE MEDIA

4/1	Brenna interview with the Albuquerque Journal about best picnic spots
4/3	Sent "Media Alert: April 2019 Meetings/Conventions & Events" to local media
4/3-4/30	Variety of print, online and broadcast coverage of meetings and events included in media alert
4/4	Sent "Visit Albuquerque Celebrates Global Meetings Industry Day at April 2019 Quarterly Meeting" release to local media
4/5	Sent "The Turquoise Museum's Grand Reopening Ribbon Cutting Ceremony and Gala to Take Place Today" alert to local media
4/5-4/30	Variety of print, online and broadcast coverage of Turquoise Museum reopening
4/5	Al-brew-querque' vacation contest - KRQE (broadcast and online)
4/8	A first look at the new Turquoise Museum Downtown (slideshow) - Albuquerque Business First (print and online)
4/12	Balloon Fiesta ranks among country's best cultural festivals - KRQE (broadcast and online)
4/12	Larry interview with KKOB on SAA
4/12	Broadcast (radio) coverage on SAA - KKOB
4/16	Sent "Visit Albuquerque Debuts New Trip-Planning Tools" release to local media and over the wire
4/17	Broadcast coverage of new trip-planning tools - KOAT
4/22	Downtown hotel taps into its history with rebrand - Albuquerque Business First (print and online)
4/24	Dual high-end hotel in downtown Albuquerque expected to open in August 2020 - KOAT (broadcast and online)
4/26	Downtown hotel completes multimillion-dollar renovation - Albuquerque Business First (print and online)
4/27	Joint press conference with NSG/CABQ/NMSO on record-breaking attendance for National Senior Games
4/27-4/30	Variety of print, online and broadcast coverage on NSG participation record
4/27	Record number of athletes heading to Duke City for National Senior Games - Albuquerque Journal (print and online)
4/3	Weekend getaways: Soak up the sun and culture of Albuquerque - The Seattle Times
4/9	Sandia Peak: The Complete Guide - TripSavvy
4/10	Taste Albuquerque's Growing Farm to Table Food Scene - Travel Mamas
4/16	The 50 Best Spring Weekend Getaways: Mini Vacation Destinations Worth Exploring - Men's Journal
4/17	Travel Trending with Kathy Witt: Former 'insane asylums' repurposed as museums and hotels - Tribune News Service outlets (syndicated)
4/23	13 Best Small Amusement Parks in the U.S. - Family Vacation Critic
April	April: CVB Leaders: Remarkable Women Share Their Insights and Wisdom - Corporate & Incentive Travel (print)
April/May	Meet the Members (Maureen Chavez) - Courier (print)

PR/COMMUNICATIONS

100%

 of national or regional articles scoring above 55 on the Barcelona Principles Scale

THE SEATTLE TIMES

APRIL 3

Weekend getaways:
Soak up the sun and
culture of
Albuquerque

BP Score – 118

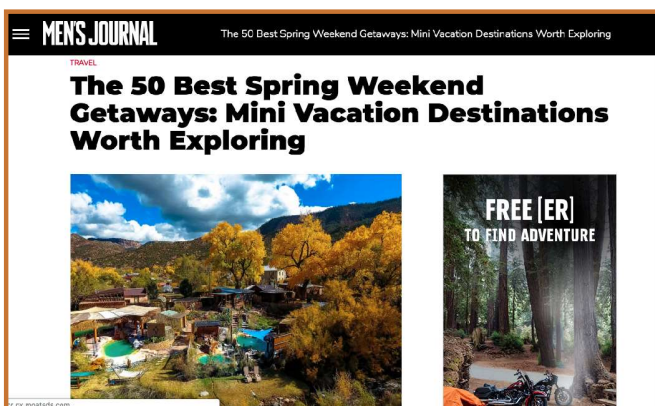


TRAVEL MAMMAS

April 10

Taste Albuquerque's
Growing Farm to
Table Food Scene

BP Score – 112

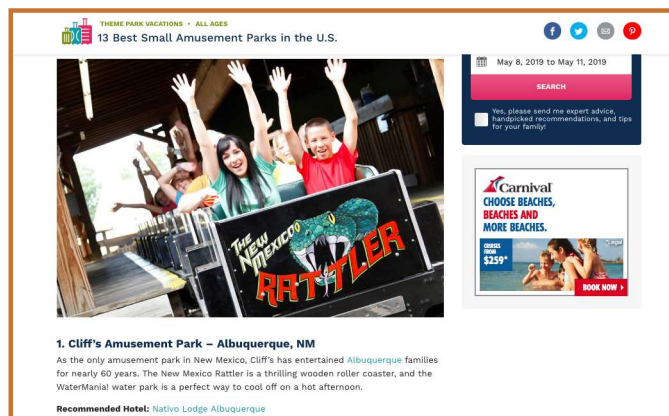


MENS JOURNAL

April 16

The 50 Best Spring
Weekend Getaways:
Mini Vacation
Destinations

BP Score – 65



FAMILY VACATION CRITIC

April 23

13 Best Small
Amusement Parks in the
U.S.

BP Score – 55

MEETINGS/INDUSTRY EVENTS

Apr 1: Short-Term Rental Task Force Meeting

Apr 1: Presentation to Society for Human Resources Management – Disrupt HR

Apr 2: Business Industry Council (BIC) Meeting

Apr 5: Turquoise Museum Grand Opening & Gala

Apr 9: Young Professionals Association Lunch with Leaders

Apr 11: Convention Center Monthly Forecasting and Update Meeting-Term Rental Public Meeting

Apr 17: APD/Hospitality Partnership Meeting

Apr 17: Pacific Coast Golf Association Board of Directors Welcome Presentation

Apr 18: Downtown Community Partnership Meeting

Apr 18: Greater Albuquerque Innkeepers Association Luncheon

Apr 18: NMPRSA Board Meeting

Apr 18: Race Forward: GARE Meeting – US Rep Deb Haaland presentation

Apr 18: Education Community Healthcare Outcome (ECHO)

Apr 24: Economic Forum with Governor Michelle Lujan Grisham Speaker

Apr 24: Presentation to Leadership Albuquerque: Showcasing Our City on the National Stage

Apr 25: Lodgers’ Tax Advisory Board Meeting

Apr 25: NMPRSA Monthly Luncheon

Apr 25: Panelist for US Travel Association ESTO Webinar “Meeting Industry Innovations”

Apr 27: Press Conference for National Senior Games Record Breaking Attendance

April: Fifteen (15) National Senior Games planning meetings

VisitABQ HOSTED

Apr 4: Visit Albuquerque Quarterly Meeting & Global Industry Day Luncheon

Apr 8: Visit Albuquerque Volunteer Appreciation Lunch

Apr 15: ACE Class

Apr 18: Visit Albuquerque Executive Committee Meeting

Apr 19-21: Free Spirit Vacations & Events Spotlight FAM Tour

Apr 24: Visit Albuquerque Partner Orientation

APRIL TRADESHOWS/INDUSTRY MEETINGS

Apr 1-4: Destination Celebration, Minneapolis & Kansas City

Apr 4: MPI New Mexico Hospitality Showcase, Albuquerque

Apr 21-22: Connect California, Oakland, CA

Apr 23-27: Sports & Special Events Management FEMA

Apr 27-30: Destinations International CMO Summit, Houston, TX

Apr 29-30: NM Governor’s Conference on Hospitality and Tourism (including serving as moderator for “How to Activate Repeat Visitors”), Santa Fe

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

May 6-9: National Association of Sports Commissions, Knoxville, TN

May 29-31: HelmsBriscoe Annual Business Conference, Houston, TX

Jun 1-5: US Travel Association IPW, Anaheim, CA

Jun 15-18: MPI World Education Summit, Toronto

Jun 23-25: Military Reunion Network, Nashville, TN

Jun 25-28: PCMA Education Conference, Los Angeles, CA