

April 2021 Destination Dashboard

***The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.**

LODGERS' TAX COLLECTIONS

VS. FEBRUARY 2020

-29.8%

VS. PYTD

-52.4%

AVERAGE HOTEL OCCUPANCY

VS. MARCH 2020

+32.5%

VS. PYTD

-1.5%

AVERAGE DAILY RATE

VS. MARCH 2020

-7.0%

VS. PYTD

-15.3%

Source: City of Albuquerque
 See full collections analysis on pg. 1 of the President's Report

Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

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 See expanded STR data on pg. 2 of the President's Report

MARCH 2021 OCCUPANCY RATE COMPARISON

Source: STR, Inc. - Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.

ALBUQUERQUE AVERAGE

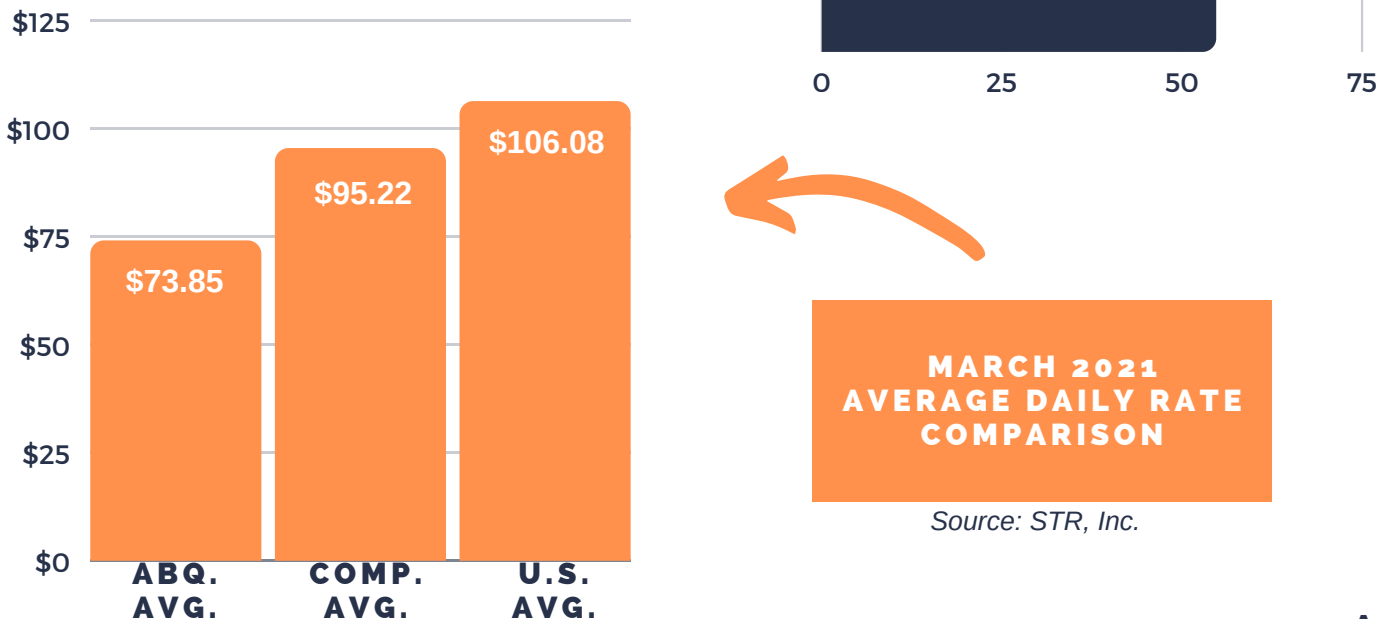
61.8%

COMP. AVERAGE

58.5%

U.S. AVERAGE

54.6%



MARCH 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

April 2021 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL MARCH ENPLANED PASSENGERS

94,156

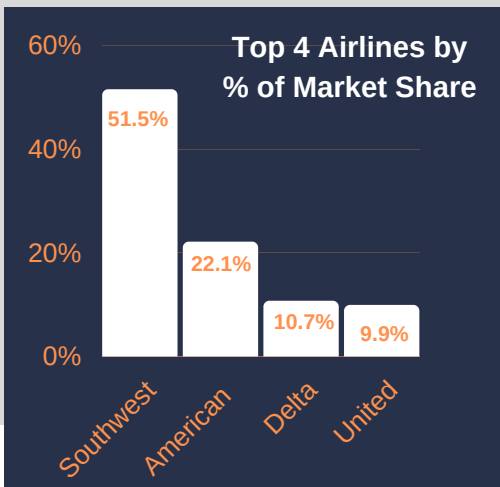
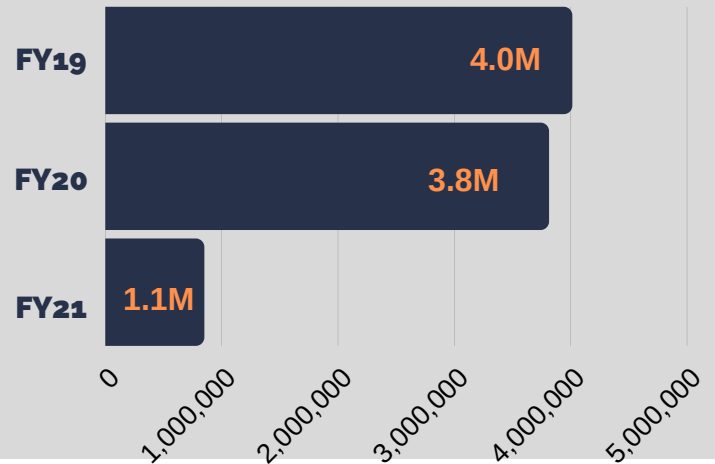


TOTAL MARCH DEPLANED PASSENGERS

97,751

**VS. MARCH 2021
 TOTAL PASSENGERS**
-9.1%

FYTD TOTAL PASSENGERS



**TOTAL MARCH LEISURE &
 HOSPITALITY EMPLOYMENT**

*** 35,100**

VS. MARCH 2020
-19.7%

CYTD VS. PYTD
-24.0%

Source: Bureau of Labor Statistics


*Preliminary BLS figure

April 2021 Destination Dashboard

**APRIL
 BUSINESS
 OCCURRING**




	Apr '21	vs. Apr '20	% Change vs. PYTD
# of Meetings/Events	2	0	-93.2%
Room Nights	625	0	-98.9%
Attendance	377	0	-98.5%
Direct Spend	\$170,583	0	-99.1%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
5	5
ATTENDEES 10,250	ATTENDEES 10,250
ROOM NIGHTS 12,520	ROOM NIGHTS 12,520
DIRECT SPEND \$6.8M	DIRECT SPEND \$6.8M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	59
ATTENDEES	19,149
ROOM NIGHTS	22,834
DIRECT SPEND	\$10.6M

*Citywides have a minimum of 400 room nights on peak

**FUTURE SPORTS EVENTS BOOKED FYTD
 (CITYWIDE & NON-CITYWIDE)**



# OF EVENTS	15	ATTENDEES	10,529
ROOM NIGHTS	9,754	DIRECT SPEND	\$4.9M

April 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 64
PYTD: 162 ▼ -60.5%

FUTURE ROOM NIGHTS BOOKED

FYTD: 35,354
PYTD: 116,171 ▼ -69.6%

FUTURE ATTENDANCE BOOKED

FYTD: 29,399
PYTD: 156,249 ▼ -81.2%

FUTURE DIRECT SPEND BOOKED

FYTD: \$17.3M
PYTD: \$49.8M ▼ -65.2%

ADVERTISING IMPRESSIONS

FYTD: 41.1M
PYTD: 97.2M ▼ -57.7%

WEBSITE USER SESSIONS

FYTD: 1,158,567
PYTD: 1,748,587 ▼ -33.7%

VISITOR GUIDE FULFILLMENT

FYTD: 10,156
PYTD: 22,581 ▼ -55.0%

VISITOR CENTER TRAFFIC

FYTD: 1,459
PYTD: 100,284 ▼ -98.5%

ACE TRAINEES

FYTD: 0
PYTD: 152 ▼ -100%

GROUP TOURS

FY21-Q1-Q3: 0
FY20-Q1-Q3: 232 ▼ -100%

GROUP TOUR ROOM NIGHTS

FY21-Q1-Q3: 0
FY20-Q1-Q3: 15,651 ▼ -100%

SOCIAL MEDIA FOLLOWERS

FYTD: 220,516
PYTD: 223,194 ▼ -1.2%

SOCIAL MEDIA ENGAGEMENT

FYTD: 222,920
PYTD: 400,955 ▼ -44.4%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

50

Circulation/Reach
217,122,938

Publicity Value
\$4.4M

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD: *15
PYTD: 72 ▼ -79.2%

*FYTD Includes 7 Virtual Site Tours

FY21 MEDIA SITE VISITS

4

Note: FYTD= Fiscal Year To Date. Our Fiscal Year Runs July 1 - June 30.

April 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. FEB 2020	VS. PYTD
TOTAL FEBRUARY 2020 REVENUE \$553,369.96	▼ -29.8%	▼ -52.4%
*SHORT-TERM RENTALS ONLY \$51,898.57	▼ -17.7%	▼ -16.2%
MINUS SHORT-TERM RENTALS \$501,471.39	▼ -30.8%	▼ -54.0%



Short-Term Rentals
7.8%

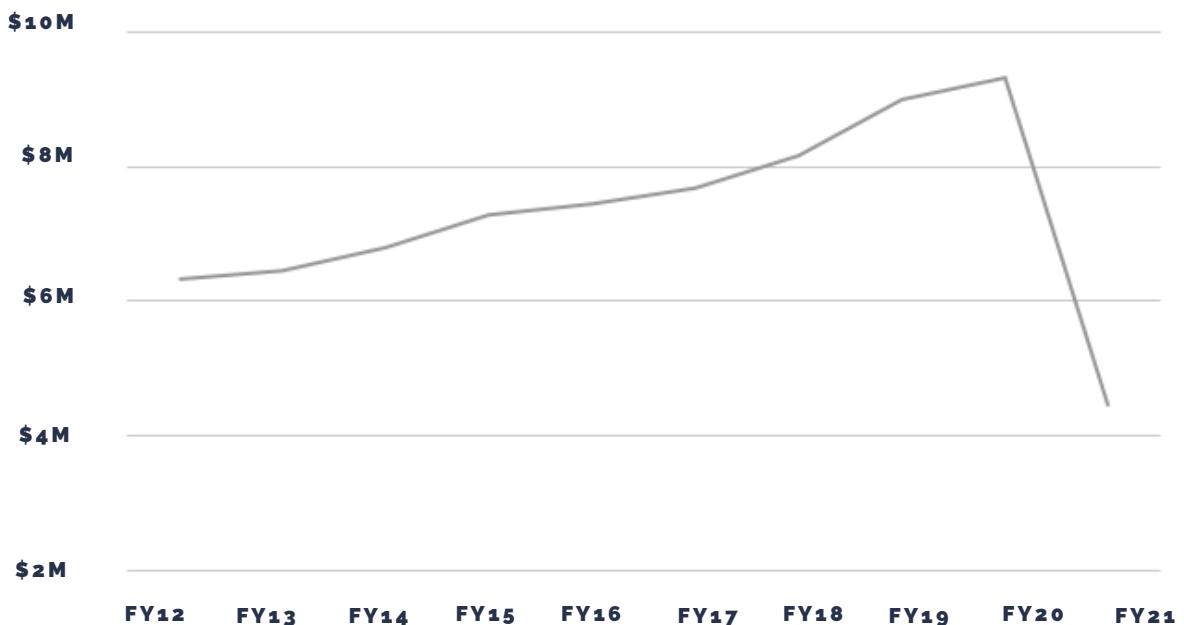


Non
92.2%

Short-term Rentals as a % of FYTD Revenue

*PYTD: S-TRs added Jan '20; VRBO added Oct '19 to Airbnb data.
 FYTD includes Airbnb, HomeAway/VRBO, and other Short Term Rental collections.

10 YEAR LODGERS' TAX FYTD HISTORY



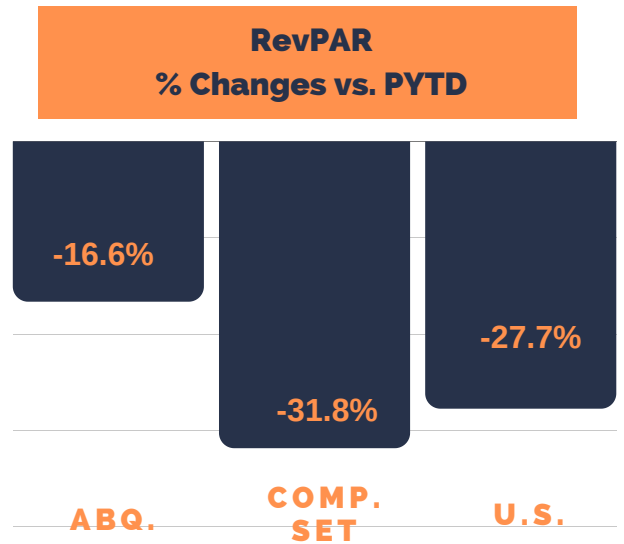
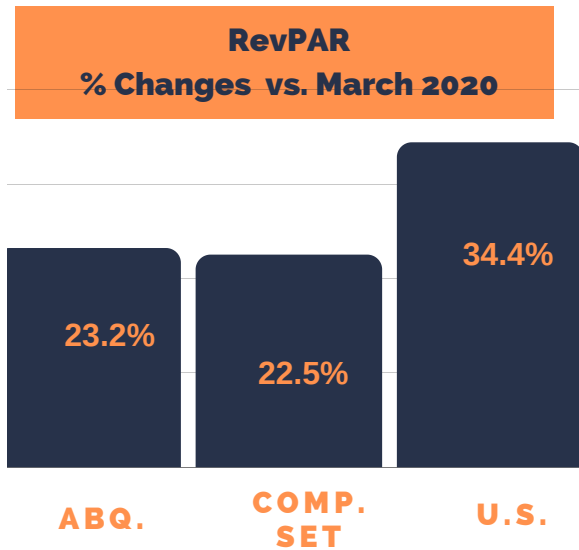
Source: City of Albuquerque



STR, INC. LODGING INDUSTRY REPORT*

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	52.1%	-1.5%	\$69.16	-15.3%	-16.6%	-7.4%
*Comp. Set Average	49.4%	-11.5%	\$89.01	-22.1%	-31.8%	not available
U.S. Average	46.5%	-10.1%	\$99.35	-19.6%	-27.7%	-11.9%

*Comp Set Includes: Austin, Charlotte, Colorado Springs, Denver, Little Rock, Oklahoma City, Phoenix, Portland, Salt Lake City and Tucson



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	29.9%	-44.3%	\$110.85	-7.6%	-48.6%
Uptown	26.4%	-51.2%	\$96.44	-8.9%	-55.5%
Airport	34.5%	-39.7%	\$77.71	-19.4%	-51.4%
Northern Corridor	35.4%	-31.0%	\$88.36	-16.1%	-42.1%

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.
 Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

6

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1.5M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

3,825

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



145

FYTD VS. PYTD

-66.8%

Mtgs. & Conventions
65.8%



Sporting Events
34.2%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



APRIL:

8: GLOBAL MEETINGS INDUSTRY DAY

21-23: INDEPENDENT PLANNER EDUCATION CONFERENCE,
LOUISVILLE, KY

MAY:

18-20: SPORTS ETA BIZ XCHANGE II VIRTUAL TRADESHOW

19: WE CONNECT MPI MINNESOTA CHAPTER, MINNEAPOLIS

20: HELMSBRISCOE EDUCATION LUNCH, MINNEAPOLIS, MN

24-26: CONNECT WEST, LAS VEGAS, NV

JUNE:

2: MIC OF COLORADO, DENVER

7-10: MILITARY REUNION NETWORK, COLORADO SPRINGS

15-17: MPI WEC, LAS VEGAS, NV

23: TRI-CITY VIRTUAL CLIENT EVENT

28-30: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE, DALLAS

.VISIT.

ALBUQUERQUE

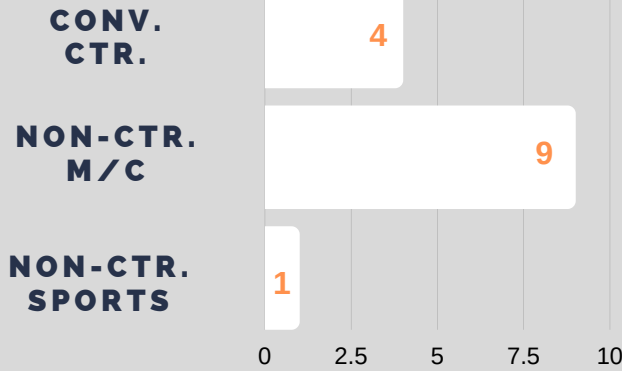
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

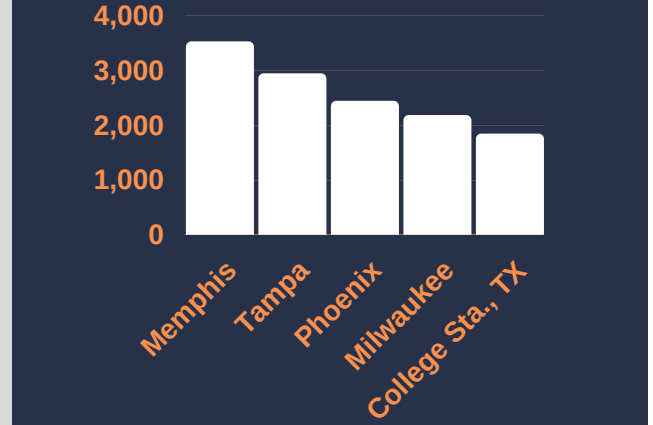
LOST BUSINESS

MONTH'S TOTAL LOSSES

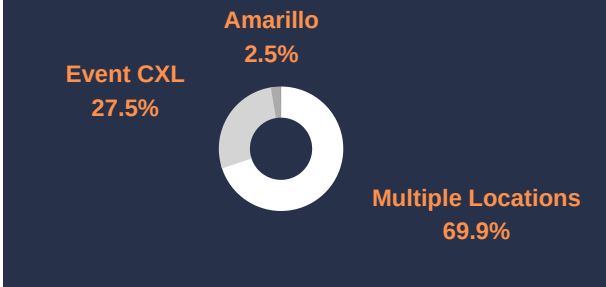
14



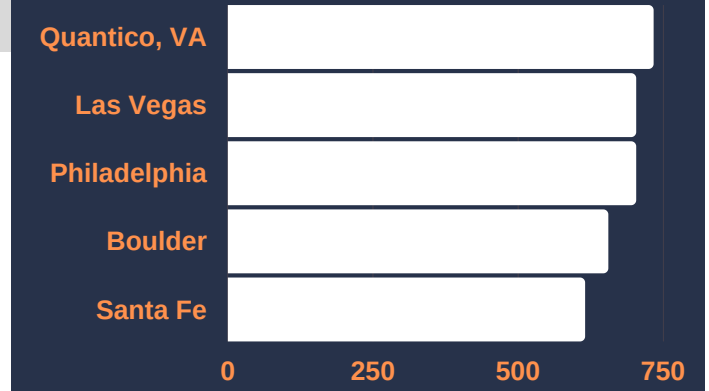
Most Room Nights Lost To (FYTD Conv. Ctr. Events)



Most Room Nights Lost To (FYTD Non-Ctr. Sports)



Most Room Nights Lost To (FYTD Non-Ctr. Mtgs/Conv.)



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	57%
Rotational Issues	13%
Insufficient Local Infrastructure	8%

MONTH'S ROOM NIGHTS LOST
8,592

MONTH'S ATTENDEES LOST
6,845

MONTH'S DIRECT SPEND LOST
\$3.7M

. VISIT .

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PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

1



FYTD MEMBERSHIP

615

VS. PYTD

-14%

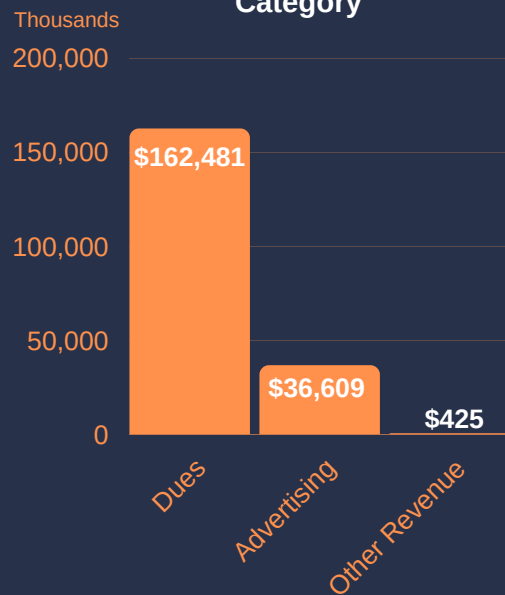
FYTD REVENUE

\$199,515

VS. PYTD

-53%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

0

Partner Orientation &
ACE Training Cancelled
due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

11

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

4

POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

50%



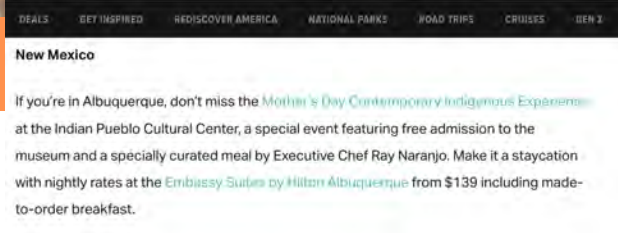
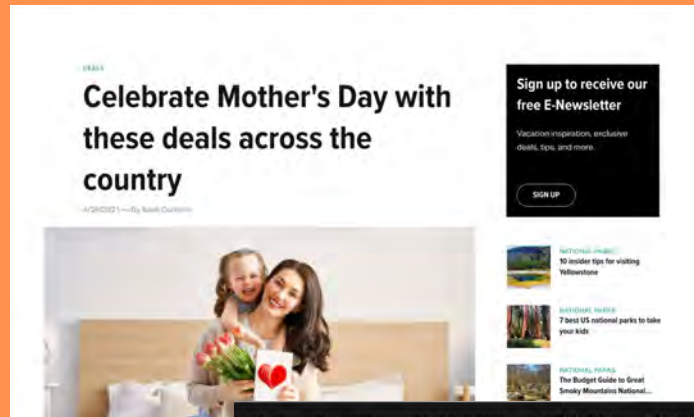
Budget Travel article
BP Score: 61

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

5.6M

CORRESPONDING
PUBLICITY VALUE

\$135K



FEATURED MEDIA EFFORTS

4/2: 49th Albuquerque International Balloon Fiesta to take off Oct 2 - Albuquerque Business First (print and online)

4/6: Make memories on a themed road trip - USA TODAY (print {syndicated} and online)

4/12: Back to the ballrooms: NM events show signs of revival - Albuquerque Journal (print and online)

4/13: Hike Through Volcanic Rock and Ice Caves at This National Monument - Thrillist

4/18: Taking Beauty Home - Haute Living SF (print and online)

4/26: Celebrate Mother's Day with these deals across the country - Budget Travel

4/27-28: ABQ hoteliers back fee to help market city - Albuquerque Journal (print and online)

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"TUNE IN TO NORTH AMERICA'S LARGEST POW WOW!"	121,935 LEISURE CONTACTS	8.4%	7.6%
"CELEBRATE MOM IN #TRUEABQ FASHION"	3,021 LOCAL CONTACTS	24.9%	16.7%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

28,157

SOCIAL MEDIA FOLLOWERS BY PLATFORM

f 122,977

t 58,114

i 39,426

visitabq Breathing in the early morning air from the Sandia Foothills is pure bliss.



HIGH ENGAGEMENT POSTS OF THE MONTH

. VISIT .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

Visit Albuquerque staff continues to attend numerous COVID-19 and recovery webinars via industry sources, i.e. NM Tourism Dept, USTA, Destinations Intl, TTRA, DMA West, STR Inc & Destination Analysts

4/6: Tania Armenta attended the Business Issues Council Meeting

4/12: Attended webinar w/AHCC, CABQ Economic Development & ABQ Suport

4/29: Brenna Moore & Andrea Sisneros attended the CABQ media preview of GRT projects at the ABQ BioPark Zoo

4/13: Tania Armenta attended Equity, Diversity & Inclusion Leadership Masterclass

4/28: Tania Armenta attended Economic Forum with Governor Michelle Lujan Grisham

4/13: Attended the NM Tourism Department Event - The Future of True

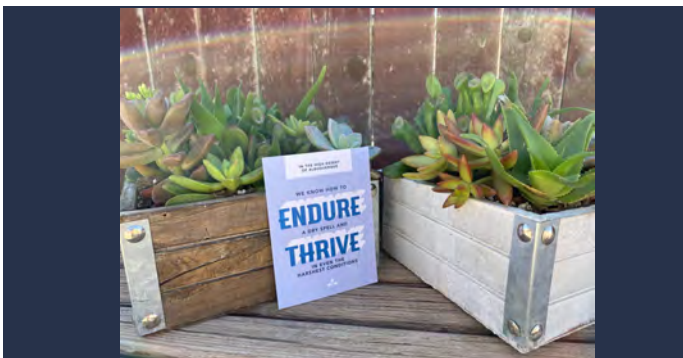
4/14: Tania Armenta attended Economic Forum

4/21-23: Clarissa Baca had 22 appts during the Independent Planners Education Conference in Louisville, KY

4/21: Tania Armenta attended the AHLA & Latino Hotel Association event with Senator Ben Ray Lujan

4/22: Attended Lodgers' Tax Advisory Board Meeting via video conference

Visit ABQ celebrates Global Meetings Industry Day



Events Hosted by Visit Albuquerque

- 4/1: DOS meeting via video conference**
- 4/8: DOS meeting via video conference**
- 4/15: Visit Albuquerque Executive Committee meeting via video conference**
- 4/15: DOS meeting via video conference**
- 4/22: DOS meeting via video conference**
- 4/27: Downtown DOS meeting via video conference**

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

MARCH 2020

3/11: Governor Michelle Lujan Grisham proclaimed a public health emergency in New Mexico due to the spread of COVID-19
3/16: A Public Health Order prohibited gatherings of 100 or more
3/19: Places of lodging were ordered to not operate at more than 50% of maximum occupancy, gatherings of more than 10 were prohibited, and nonessential businesses were ordered to limit operations
3/23: Nonessential businesses were ordered closed
3/27: Air Travelers to NM ordered to self-isolate for at least 14 days

4/7: Gatherings of more than five people were prohibited and places of lodging were ordered to not operate at more than 25% of maximum occupancy

APRIL 2020

MAY 2020

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis
5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

6/1: Places of lodging may increase operations to no more than 50% of maximum occupancy; Indoor dining opens at 50% capacity; Recreational facilities remain closed

6/11: Breweries open at 50% outdoors on June 12 and indoor on June 15

JUNE 2020

JULY 2020

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle
7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

8/29: Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%

AUGUST 2020

SEPTEMBER 2020

9/3: Mandatory quarantine amended to exempt travelers to NM from low-risk states based on <5% positivity rate and new case rate equal to or less than 80 per 1M residents
9/17: Agritourism experiences permitted

10/1: State park overnight camping opens for NM residents in groups of 10 or less

10/16: Increased Restrictions: Food & Drink establishments must close by 10pm; Lodging occupancy reduced to 60% if NM Certified 25% if not; Mass gatherings reduced to no more than 5

10/23: 4 Rapid Responses = 2 Weeks Closed; Retail to close by 10pm; NM Certification required to continue indoor dining at 25%; State museums and historical sites close.

OCTOBER 2020

NOVEMBER 2020

11/16: NM Safe Certified lodging properties reduced to 25%, all others shut down; On-Site Dining prohibited; Close-contact businesses and outdoor recreational facilities must close; Essential retailers at 25% maximum occupancy or no more than 75, whichever is smaller.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

12/2: "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics.
12/14: COVID-19 Vaccine administration begins in phased approach.
12/15: "Red to Green" framework updated.

DECEMBER 2020

JANUARY 2021

1/8: Public Health Order extended thru February 5, 2021. Bernalillo County remains in Red category.
1/29: "Red to Green" framework updated mass gathering limits specific to vehicles.

2/10: Bernalillo County reaches Yellow Level
2/11: Visitors no longer required to self-quarantine 14-days; instead visitors are strongly advised to self-quarantine and to obtain a COVID-19 test upon arrival in or return to New Mexico.
2/24: "Red to Green" framework updated to include Turquoise level.

FEBRUARY 2021

MARCH 2021

Bernalillo County remains at Yellow Level throughout March
3/24: Visitation allowed at Long Term Care Facilities
3/29: Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level

4/5: All APS Schools reopen
4/7: Bernalillo County remains at Yellow Level
4/9: Mass gathering definition expanded and maximum capacity definition added.
4/23: Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
4/30: New gating criteria announced to include vaccination rates.

APRIL 2021

MAY 2021

5/5: Bernalillo County reaches "Turquoise" Status; Capacity Levels increased

Updated Gating Criteria and Red to Turquoise chart provided on next page

RED-TO-TURQUOISE FRAMEWORK

RED: Case rate of greater than 10 cases per 100,000 AND an average test positivity rate greater than 7.5% AND fully vaccinated rate below 35%

YELLOW: Case rate of no greater than 10 cases per 100,000 OR average test positivity rate less than or equal to 7.5% OR fully vaccinated rate at or above 35%

GREEN: Two of the following must be met: 1) Case rate of no greater than 10 cases per 100,000, 2) average test positivity rate less than or equal to 7.5%, 3) fully vaccinated rate at or above 35%

TURQUOISE: Case rate of no greater than 10 cases per 100,000 AND average test positivity rate less than or equal to 7.5% AND fully vaccinated rate at or above 35% OR Green Level maintained for two consecutive reporting periods.

	RED	YELLOW	GREEN	TURQUOISE
Mass gathering limit	5 people	10 people	20 people	150 people
Places of lodging that are NM Safe Certified	40% of max occupancy	60% of max occupancy	75% of max occupancy	No restrictions
Places of lodging that are not NM Safe Certified	25% of max occupancy	33% of max occupancy	40% of max occupancy	50% of max occupancy
Vacation rentals	5 guests maximum	5 guests maximum	10 guests maximum	15 guests maximum
Outdoor dining at food and drink establishments	25% of max capacity; must close to in-person dining by 9 p.m. if alcohol is served	75% of max capacity; must close to in-person dining by 10 p.m. if alcohol is served	75% of max capacity	75% of max capacity
Indoor dining at food and drink establishments	Not permitted	33% of max capacity if NM Safe Certified; not allowed otherwise. Must close to in-person dining by 10 p.m. if alcohol is served	50% of max capacity if NM Safe Certified; not allowed otherwise	75% of max capacity if NM Safe Certified; not allowed otherwise
Bars and clubs	Closed	Closed	25% of max capacity of any outdoor space; indoor closed	33% max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
Large entertainment venues	Closed	25% of max capacity of any outdoor space on the premises; 25% of max capacity of any indoor space ONLY for purposes of recording and broadcasting (live, in-person audiences not permitted indoors)	25% of max capacity of any indoor or enclosed space; 50% of max capacity of outdoor spaces	33% of max capacity for any indoor or enclosed space; 75% of max capacity of outdoor spaces
Essential retail businesses	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
Essential businesses, non-retail	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions
Close-contact businesses	25% of max capacity or 10 customers at a time, whichever is smaller	33% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
Houses of worship	100% of max capacity of any space, but encouraged to limit indoor services to 25% of max capacity	100% of max capacity of any space, but encouraged to limit indoor services to 33% of max capacity	100% of max capacity of any space, but encouraged to limit indoor services to 50% of max capacity	100% of max capacity of any space, but encouraged to limit indoor services to 75% of max capacity
Recreational facilities	25% of max capacity of any outdoor spaces on the premises; indoor closed; amusement parks closed	33% of max capacity of any outdoor spaces on the premises; indoor closed	25% of max capacity of any indoor or enclosed space; 50% of max capacity of any outdoor space	50% of max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
Outdoor recreational facilities	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	33% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	50% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	75% of max capacity
All other businesses	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity indoors; no restriction on outdoor spaces

Updated 4/23/2021