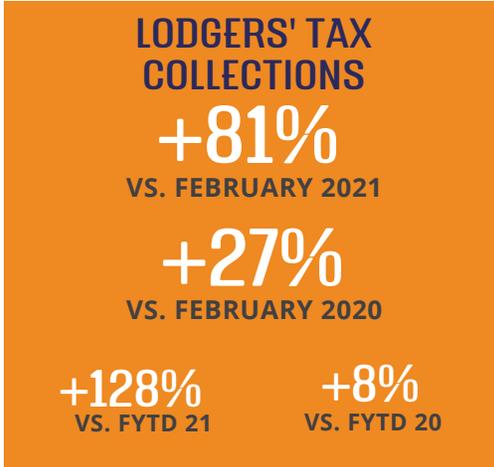


# April 2022 Destination Dashboard

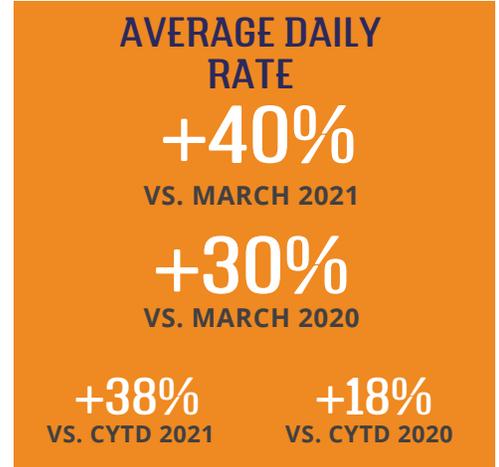
\*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.



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

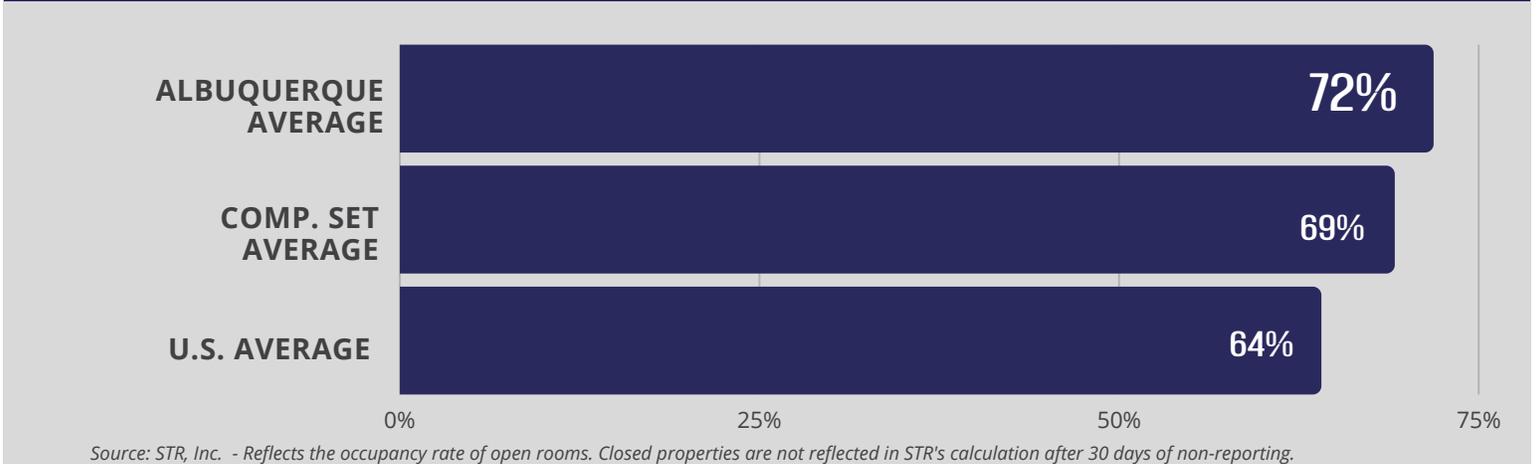


Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

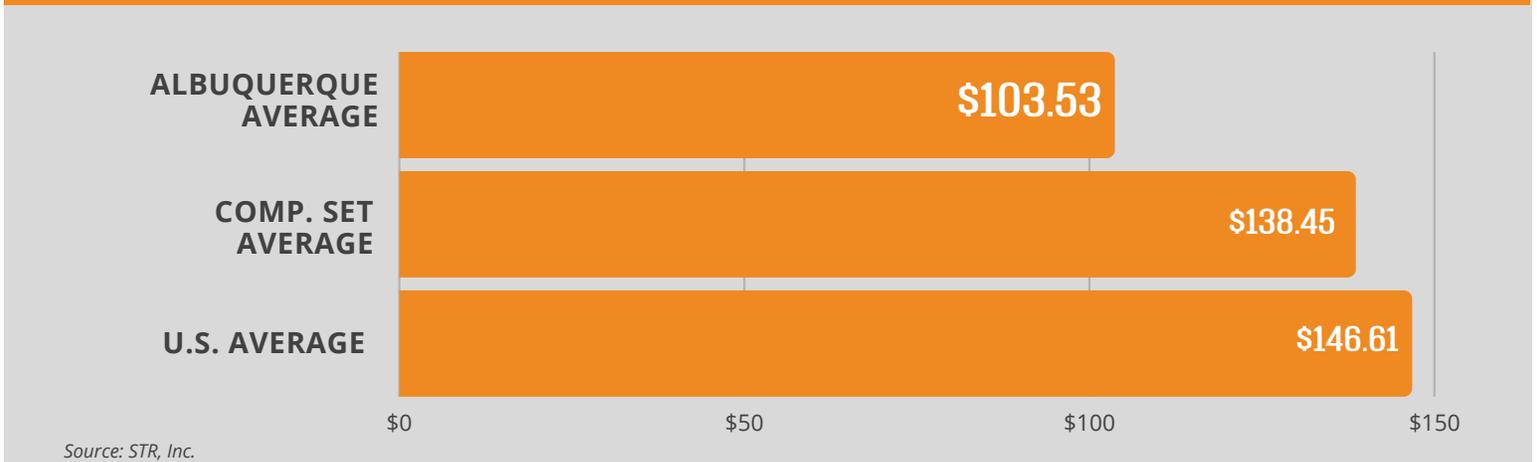


Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

## MARCH 2022 - OCCUPANCY RATE COMPARISON



## MARCH 2022 - AVERAGE DAILY RATE COMPARISON



# April 2022 Destination Dashboard

## MARCH 2022 - SUNPORT AIRLINE METRICS

**373,593**  
**TOTAL PASSENGERS**

**+95%**  
 VS. MARCH 2021  
 TOTAL PASSENGERS

**+77%**  
 VS. MARCH 2020  
 TOTAL PASSENGERS

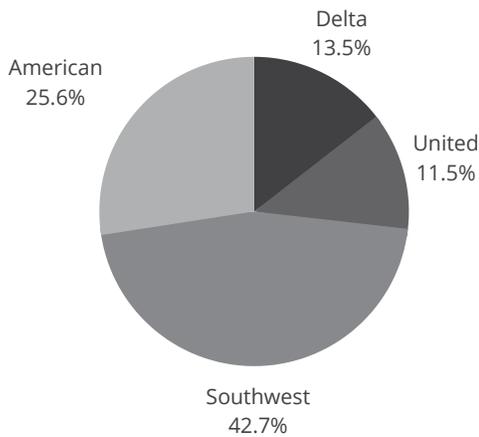


**TOTAL MARCH  
 ENPLANED PASSENGERS**  
**189,829**

**TOTAL MARCH  
 DEPLANED PASSENGERS**  
**183,764**

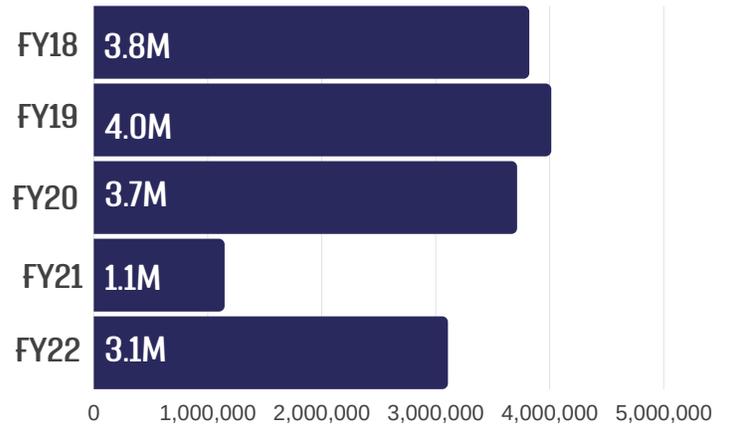


### TOP 4 AIRLINES BY % OF MARKET SHARE



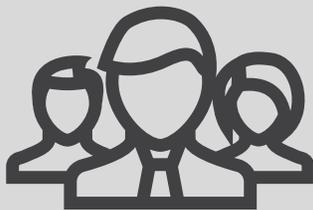
Source: Albuquerque International Sunport

### 5-YR FYTD TOTAL PASSENGERS



## LEISURE & HOSPITALITY EMPLOYMENT

**42,900**



**TOTAL MARCH 2022 LEISURE &  
 HOSPITALITY EMPLOYMENT**

**+24%**  
 VS. MARCH 2021

**-2%**  
 VS. MARCH 2020

Source: Bureau of Labor Statistics, Current Employment Statistics and Quarterly Census of Employment and Wages

# April 2022 Destination Dashboard

APRIL BUSINESS OCCURRING	APR '22	APR '21	% CHANGE VS. APR '21	% CHANGE VS. APR '20
# OF MEETINGS/EVENTS	17	2	750%	N/A
ROOM NIGHTS	14,029	625	2,144%	N/A
ATTENDANCE	24,779	377	6,473%	N/A
DIRECT SPEND	\$5,813,923	\$170,583	3,308%	N/A

 <b>FUTURE CITYWIDE* EVENTS BOOKED FYTD</b>				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	7	37	118%	48%
ATTENDEES	9,105	124,878	411%	1%
ROOM NIGHTS	13,308	70,151	877%	32%
DIRECT SPEND	\$5.8M	\$31M	321%	1%

 <b>FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD</b>				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	69	123	4,000%	-10%
ATTENDEES	14,710	57,512	90%	-5%
ROOM NIGHTS	19,084	14,710	298%	-27%
DIRECT SPEND	\$7.2M	\$14.8M	241%	-23%

\*Citywides have a minimum of 400 room nights on peak.

<b>FUTURE SPORTS EVENTS BOOKED FYTD</b> (CITYWIDE & NON-CITYWIDE)			
	<b>90</b>	<b>81,258</b>	
	SPORTING EVENTS	ROOM NIGHTS	
	<b>166,104</b>	<b>\$36.6M</b>	
	ATTENDEES	DIRECT SPEND	

# April 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
FUTURE EVENTS BOOKED	160	64	150% ▲	162	-1% ▼
FUTURE ROOM NIGHTS BOOKED	104,141	35,354	195% ▲	116,171	-10% ▼
FUTURE ATTENDANCE BOOKED	182,390	29,399	520% ▲	156,249	17% ▲
FUTURE DIRECT SPEND	\$45,770,906	\$17,347,315	164% ▲	\$49,830,307	-8% ▼
GROUP TOURS**	184	0	N/A ▲	232	-21% ▼
GROUP TOUR ROOM NIGHTS**	12,120	0	N/A ▲	15,651	-23% ▼

MARKETING	FYTD *	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
ADVERTISING IMPRESSIONS†	308,936,655	41,386,359	818% ▲	97,216,766	291% ▲
WEBSITE USER SESSIONS	2,135,589	1,158,567	84% ▲	1,748,587	22% ▲
SOCIAL MEDIA FOLLOWERS	249,255	220,516	13% ▲	223,194	12% ▲
SOCIAL MEDIA ENGAGEMENT	407,173	222,920	83% ▲	400,955	2% ▲
VISITOR GUIDE FULFILLMENT	17,398	10,156	71% ▲	22,581	-23% ▼
VISITOR CENTER TRAFFIC	73,959	1,459	4,969% ▲	100,284	-26% ▼
<b>EARNED MEDIA‡</b>					
TRAVEL ARTICLES	56	50	12% ▲	79	-29% ▼
CIRCULATION REACH	334,958,813	217,122,938	54% ▲	775,060,100	-57% ▼
PUBLICITY VALUE	\$1,795,348	\$4,440,328	-60% ▼	\$2,567,084	-30% ▼

### FAMILIARIZATION & SITE TOURS

	FYTD	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
<b>SALES</b>	29	15	93%	72	-60%
<b>MEDIA</b>	20	0	N/A	27	-26%

**ACE TRAINEES**

30

FYTD

0  
FY 21

68  
FY 20

\*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

\*\*Data reported is quarterly.

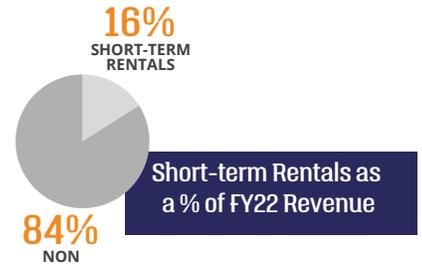
†FY22 ad impressions include co-op partnership with NM True.

‡Does not include local coverage or syndications/additional pickups.

# April 2022 President's Report

## LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Feb '22	Feb '21	
		TOTAL	% CHG
TOTAL REVENUE	\$999,275	\$553,369	81% ▲
SHORT-TERM RENTALS (STR)**	\$160,274	\$51,898	209% ▲
REVENUE MINUS STR	\$839,001	\$501,471	67% ▲

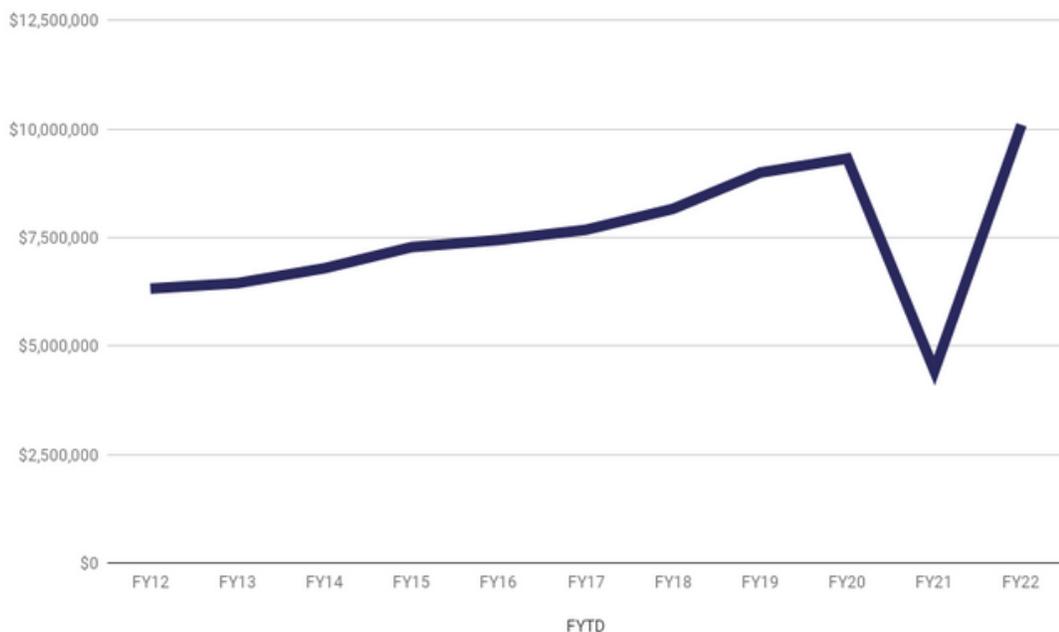


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21		FYTD vs. FY20	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$10,093,900	\$4,437,808	128% ▲	\$9,316,747	8% ▲
SHORT-TERM RENTALS (STR)**	\$838,500	\$344,191	144% ▲	\$410,850	104% ▲
REVENUE MINUS STR	\$9,255,400	\$4,093,616	126% ▲	\$8,905,896	4% ▲

\*Value rounded up to nearest dollar.  
 \*\* Includes Airbnb, VRBO/Home Away, and short-term rentals collections.



## YEAR LODGERS' TAX FYTD HISTORY: FY 2012 - FY 2022



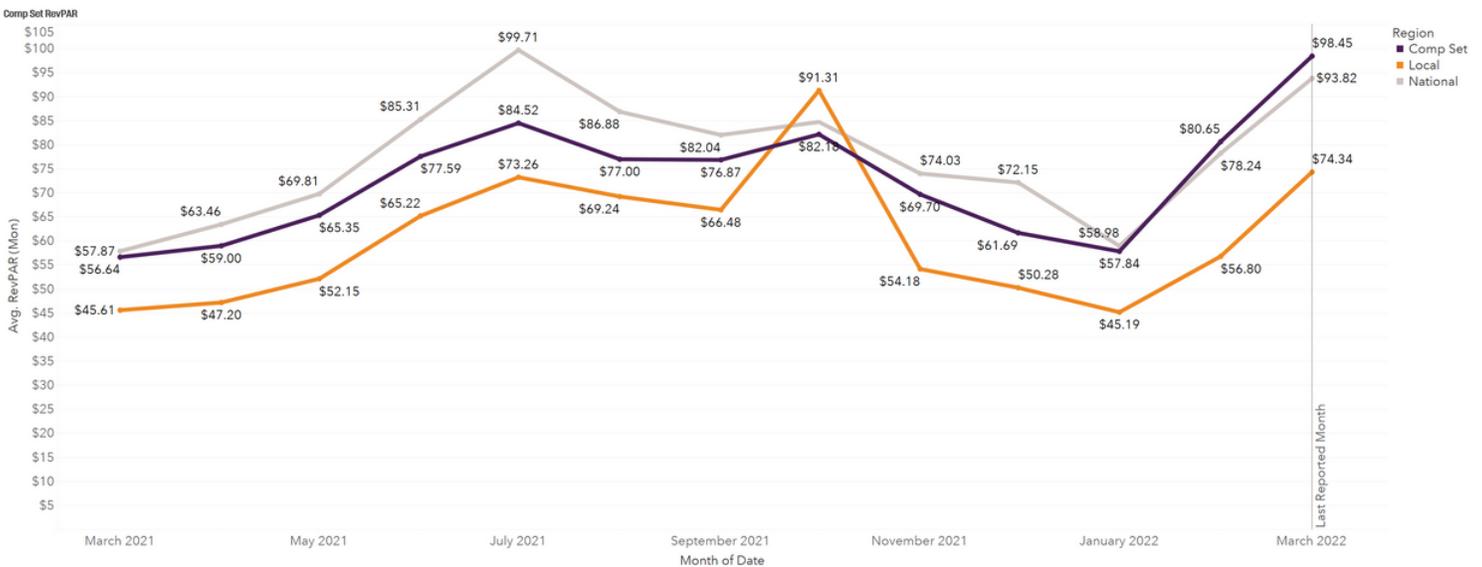


# STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	61%	18% ▲	\$95.98	38% ▲	\$58.90	63% ▲
COMP SET*	61%	23% ▲	\$126.86	40% ▲	\$79.04	73% ▲
UNITED STATES	56%	22% ▲	\$137.13	38% ▲	\$77.06	74% ▲

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

## RevPAR: MAR 2021 - MAR 2022



Source: STR, Inc.

## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	51%	71% ▲	\$136.01	23% ▲	\$68.68	109% ▲
UPTOWN	50%	88% ▲	\$118.00	22% ▲	\$58.65	131% ▲
AIRPORT	63%	82% ▲	\$104.46	34% ▲	\$65.81	145% ▲
NORTHERN CORRIDOR	53%	52% ▲	\$119.40	35% ▲	\$63.62	105% ▲

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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# SALES, SERVICES & SPORTS

21

MONTH'S TOTAL  
EVENT BOOKINGS

\$4.3M

ESTIMATED DIRECT  
SPEND GENERATED

18,241

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

342

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

35%  
MEETINGS &  
CONVENTIONS



65%  
SPORTING  
EVENTS

166%

FYTD VS. FY 21

-89%

FYTD VS. FY 20

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### MAY:

- 2-5: SPORTS ETA TRADESHOW - FORT WORTH, TX
- 2: HELMSBRISCOE PRESENTATION - COLUMBUS, OH
- 3: DESTINATION CELEBRATION COLUMBUS - COLUMBUS, OH
- 4-5: OHIO SALES MISSION
- 9-12: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE - LAS VEGAS, NV
- 16-17: NEW MEXICO HOSPITALITY ASSOCIATION'S GOVERNORS CONFERENCE ON TOURISM & HOSPITALITY - ALBUQUERQUE, NM
- 22-25: PRSA TRAVEL AND TOURISM - SPOKANE, WA

### JUNE:

- 14-17: SOCIETY OF GOVERNMENT MEETING PROFESSIONALS - PITTSBURGH, PA
- 21-23: MPI WORLD EDUCATION CONFERENCE - SAN FRANCISCO, CA
- 25-27: MILITARY REUNION NETWORK SUMMIT - NEW ORLEANS, LA

### JULY:

- 19-21: COUNCIL OF ENGINEERING & SCIENTIFIC SOCIETY EXECUTIVES - RICHMOND, VA

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# SALES, SERVICES & SPORTS (CONT.)

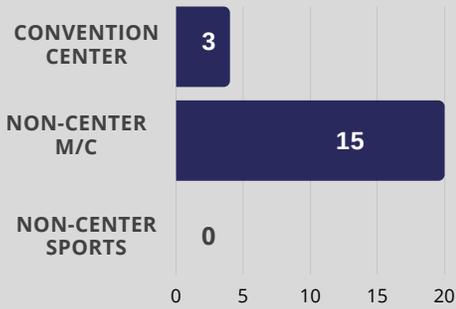
## APRIL 2022 LOST BUSINESS

**27**  
TOTAL LOST  
EVENTS

**31,127**  
LOST ROOM  
NIGHTS

**15,686**  
LOST ATTENDEES

**\$15M**  
LOST EST. DIRECT  
SPEND



### Reoccurring Convention Center Lost Business Reasons FYTD

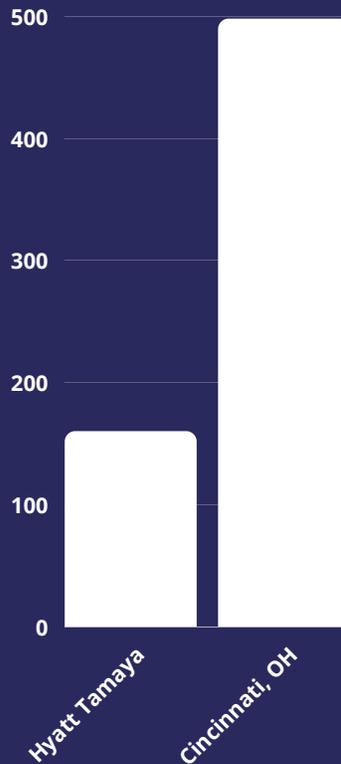
% of Room Nights Lost

Rates	36%
Other Location(s) Preferred	25%
Insufficient Local Infrastructure	22%
No Response from Planner	3%

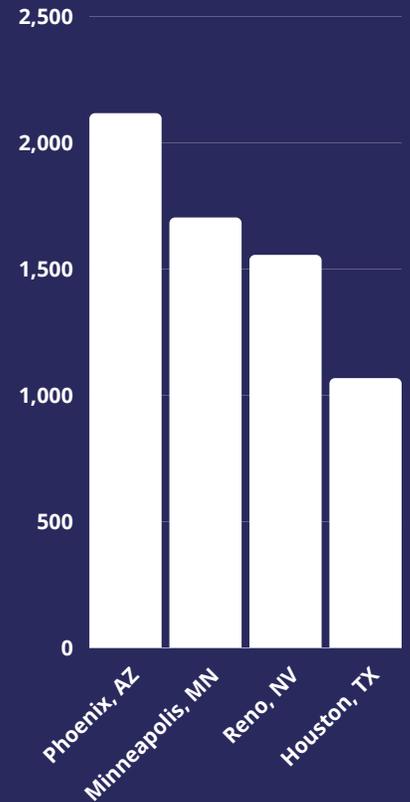
### Most Room Nights Lost To (FYTD Convention Center Events)



### Most Room Nights Lost To (FYTD Non-Center Sports)



### Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



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# PARTNER DEVELOPMENT

5

NEW PARTNERS  
THIS MONTH

621

FYTD MEMBERSHIP

+1%  
VS. FY21

-13%  
VS. FY20

\$296,128

FYTD REVENUE

+48%  
VS. FY21

-31%  
VS. FY20

FYTD Revenue by Category



1

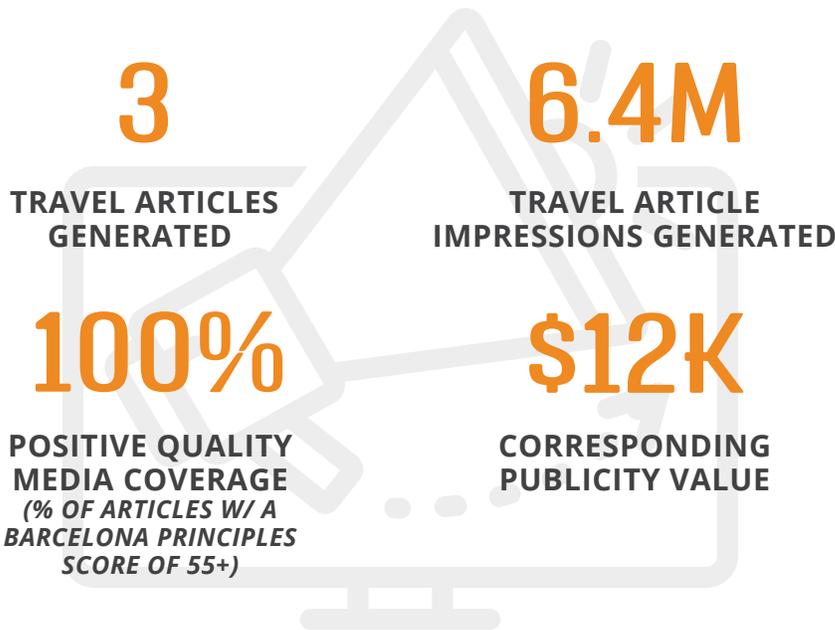
PARTNER EVENT THIS  
MONTH

VISIT ALBUQUERQUE PARTNER  
BUSINESSES CLOSED PERMANENTLY  
DUE TO COVID-19

14

- ACE Training scheduled for May 24, 2022
- ACE Training scheduled for June 24, 2022

## APRIL AT-A-GLANCE



## FEATURED ARTICLE



## FEATURED MEDIA EFFORTS\*

- 4/1: KRQE broadcast coverage of Visit Albuquerque's April Fool's social media posts. - KRQE
- 4/5: Albuquerque hotel guests will soon pay more to help advertise the city - KOAT
- 4/7: (Top 20) Botanical Gardens You Must See This Spring - LawnCareGuides.com
- 4/7: Month of April is packed month for events in Albuquerque - KRQE
- 4/8: Will high gas prices impact New Mexico tourism this summer? - KOB
- 4/18: The Last Blockbuster on Earth Is the Ultimate '90s Immersive Experience - Thrillist
- 4/18: 6 Reasons to Put Albuquerque, New Mexico, on Your Travel List - Global Traveler
- 4/20: The National Institute of Flamenco Presents Flamenco Drama with Yjastros and the Orchestra of New Spain - PRWeb

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

4/8: "Celebrate Spring with Outdoor Markets and Activities in Albuquerque"

116,570  
LEISURE CONTACTS

OPEN RATE

31%

CLICK-TO-OPEN RATE

6%

4/29: "Celebrate Spring With the Start of Market Season"

3,233  
LOCAL CONTACTS

45%

16%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 136,055

 58,783

 45,643

 8,774\*

\*Started reporting Feb. 2022

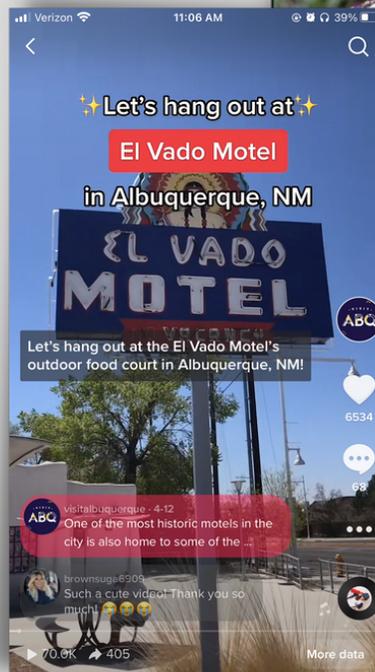
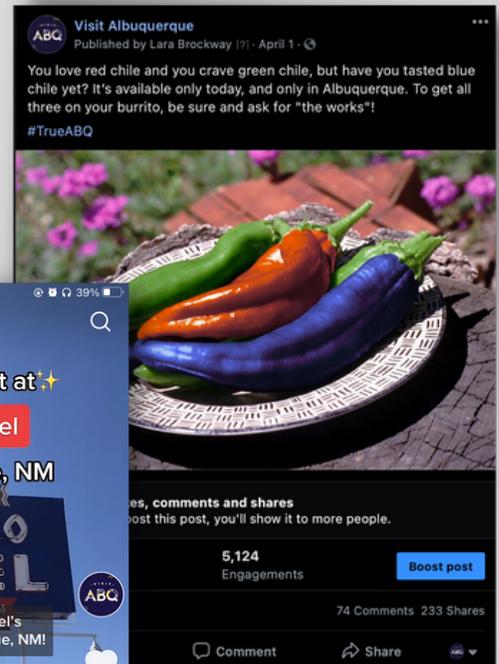
# 68,731

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

# 73

TOTAL SOCIAL MEDIA POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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# ALBUQUERQUE

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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

4/3-5: Tania Armenta attended the Destinations International CEO Summit.

4/7: Brenna Moore attended the NMPRSA Board Meeting.

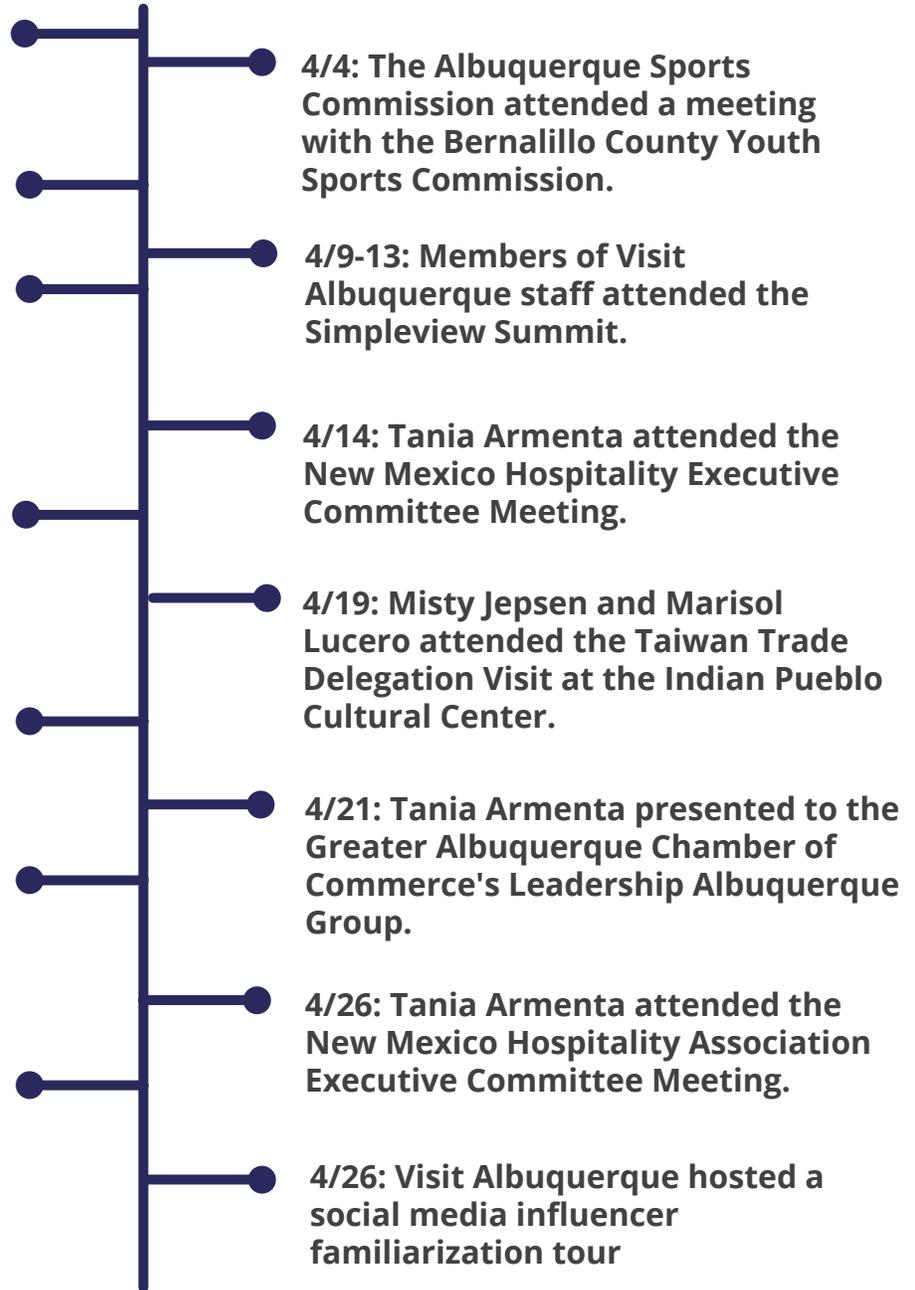
4/13: Visit Albuquerque board and staff leadership attended Economic FORUM - Nick Sly, Asst. VP of Federal Reserve Bank of Kansas City ~ Denver Branch.

4/14: Several Visit Albuquerque staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon.

4/19-22: Visit Albuquerque, led by Brenna Moore, hosted a Turner PR Immersion Familiarization site visit.

4/24-26: Ceela McElveny and Rachel Howard attended the Destinations International Marketing & Communications Summit.

4/27: Visit Albuquerque board and staff leadership attended Economic FORUM - John Bell, President & Chief Strategy Officer for Nextnow Digital ~ Accelerating the Future of Work



## Events Hosted by Visit Albuquerque

4/7: Visit Albuquerque's Finance and Audit Committee meeting

4/7: Albuquerque Tourism Marketing District Planning Group meeting

4/13: Albuquerque Tourism Marketing District Planning Group meeting

4/21: "Meet TURNER PR & Pitch Your Hospitality News" event

# 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.

## APRIL 2020

- 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.

## 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.

## JUNE 2020

- 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.

## 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.

## AUGUST 2020

- 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%.

## 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 80/1 million residents.
- 9/17:** Agritourism experiences permitted.

## OCTOBER 2020

- 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.

## 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.

# COVID-19/CORONAVIRUS TIMELINE

## DECEMBER 2020

- 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.

## JANUARY 2021

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

## FEBRUARY 2021

- 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.

## 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.

## APRIL 2021

- 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.

## MAY 2021

- 5/5:** Bernalillo County reaches "Turquoise" Status; Capacity Levels increased.
- 5/13:** Children 12 and over become eligible for vaccine.

## JUNE 2021

- 6/18:** New Mexico successfully meets 60% vaccination goal to open by July 1.

## JULY 2021

- 7/1:** All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.

## AUGUST 2021

- 8/20:** Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

. V I S I T .

ALBUQUERQUE

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# COVID-19/CORONAVIRUS TIMELINE

## SEPTEMBER 2021

**9/9:** President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.

## OCTOBER 2021

**10/20:** FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

**10/29:** FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

## NOVEMBER 2021

**11/12:** Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.

**11/26:** The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.

**11/30:** The United States also classified Omicron as a Variant of Concern.

## DECEMBER 2021

**12/2:** The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

**12/12:** The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

**12/29:** Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta locally, as it has in many other regions.

## JANUARY 2022

**1/4:** The New Mexico Department of Health announced that it revised its guidelines for isolation and quarantine related to COVID-19 exposure or infection and is now following the CDC guidelines, reducing isolation time from ten days to five days.

**1/18:** Gov. Michelle Lujan Grisham and the New Mexico Department of Health announced they are securing over 1 million iHealth at-home rapid antigen tests for the state, to be initially distributed in areas of higher social vulnerability.

## FEBRUARY 2022

**2/17:** Gov. Michelle Lujan Grisham ended New Mexico's indoor mask mandate at the conclusion of the state legislative session. Masks are still required in hospitals and some congregate facilities, as well as venues or transportation systems under federal masking requirements.

. VISIT .  
**ALBUQUERQUE**  
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