

# August 2019 Destination Dashboard

## LODGERS' TAX COLLECTIONS

VS. JUNE 2018

**+17.71%**

VS. PYTD

**+10.79%**

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

## AVERAGE HOTEL OCCUPANCY

VS. JULY 2018

**+5.2%**

VS. PYTD

**+5.7%**

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

## AVERAGE DAILY RATE

VS. JULY 2018

**+3.5%**

VS. PYTD

**+5.5%**

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

## JULY 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE  
AVERAGE**

**COMP.  
AVERAGE**

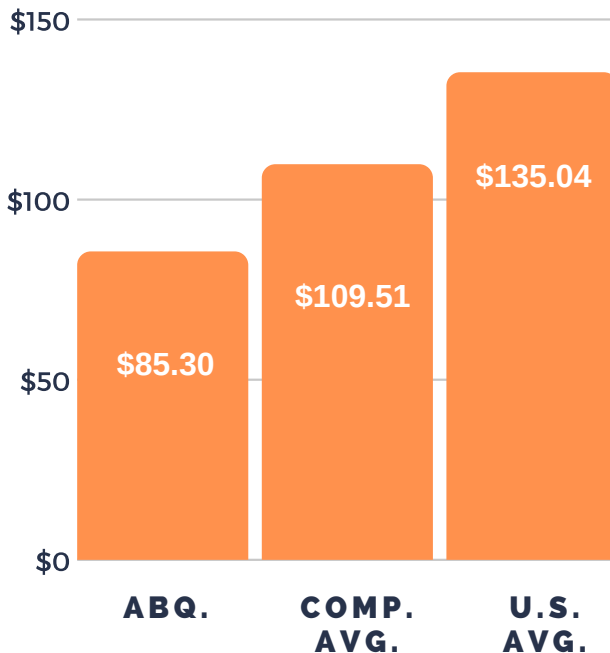
**U.S. AVERAGE**

74.6%

71.3%

73.8%

0% 25% 50% 75%



## JULY 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# August 2019 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL JULY ENPLANED PASSENGERS**

**257,170**

**JULY 2019 VS. JULY 2018  
TOTAL PASSENGERS**

**-2.7%**



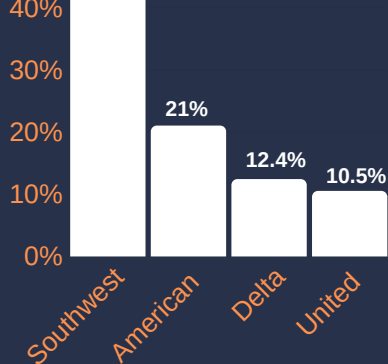
**TOTAL JULY DEPLANED PASSENGERS**

**258,583**

**FYTD TOTAL PASSENGERS**



**Top 4 Airlines by  
% of Market Share**



**TOTAL JULY LEISURE &  
HOSPITALITY EMPLOYMENT**

**48,300**

Source: Bureau of Labor Statistics

**JULY 2019 VS.  
JULY 2018**

**+6.39%**

**CYTD VS. PYTD**

**+4.83%**

# August 2019 Destination Dashboard

## AUGUST BUSINESS OCCURRING

	August '19	% Change vs. Aug. '18	% Change vs. PYTD
# of Meetings/Events	<b>30</b>	<b>+76.5%</b>	<b>+17.4%</b>
Room Nights	<b>12,454</b>	<b>-5.2%</b>	<b>-12.4%</b>
Attendance	<b>38,476</b>	<b>+132%</b>	<b>+71.5%</b>
Direct Spend	<b>\$6.53M</b>	<b>+33.5%</b>	<b>+14.3%</b>

### FUTURE CITYWIDE\* EVENTS BOOKED FYTD

<b>NEW</b>	<b>TOTAL</b>
0	0
<b>ATTENDEES</b>	<b>ATTENDEES</b>
0	0
<b>ROOM NIGHTS</b>	<b>ROOM NIGHTS</b>
0	0
<b>DIRECT SPEND</b>	<b>DIRECT SPEND</b>
\$0	\$0

### FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

<b>TOTAL</b>	48
<b>ATTENDEES</b>	22,790
<b>ROOM NIGHTS</b>	15,880
<b>DIRECT SPEND</b>	\$6.27M

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

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

<b># OF EVENTS</b>	18	<b>ATTENDEES</b>	16,084
<b>ROOM NIGHTS</b>	5,504	<b>DIRECT SPEND</b>	\$2.17M

# August 2019 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 48  
 PYTD: 33 ▲ +45.5%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 15,880  
 PYTD: 13,482 ▲ +17.8%

## FUTURE ATTENDANCE BOOKED

FYTD: 22,790  
 PYTD: 24,581 ▼ -7.3%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$6.27M  
 PYTD: \$5.32M ▲ +18%

## ADVERTISING IMPRESSIONS

FYTD: 32.6M  
 PYTD: 12.6M ▲ +160%

## WEBSITE USER SESSIONS

FYTD: 397,062  
 PYTD: 406,189 ▼ -2.25%

## VISITOR GUIDE FULFILLMENT

FYTD: 8,022  
 PYTD: 15,596 ▼ -48.6%

## VISITOR CENTER TRAFFIC

FYTD: 30,410  
 PYTD: 11,763 ▲ +159%

## ACE TRAINEES

FYTD: 44  
 PYTD: 26 ▲ +69.2%

## GROUP TOURS

FY19: 295  
 FY18: 311 ▼ -5.1%

## GROUP TOUR ROOM NIGHTS

FY19: 19,534  
 FY18: 15,304 ▲ +27.6%

## SOCIAL MEDIA FOLLOWERS

FYTD: 215,469  
 PYTD: 203,144 ▲ +6.07%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 56,650  
 PYTD: 58,390 ▼ -2.98%

## FYTD EARNED MEDIA COVERAGE

### Travel Articles Generated

**11**

Impressions  
**302,794,434**

Publicity Value  
**\$628,209**

## SALES FAMILIARIZATION & SITE TOURS

FYTD: 9  
 PYTD: 9 (no change)

## FYTD MEDIA SITE VISITS

**4**



Writer Matt Meltzer (Thrillist, Matador Network) on Routes Bicycle Tours & Rentals' NM Chile Bike Tour

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

# August 2019 President's Report

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

### TOTAL JUNE 2019 REVENUE

\$1,500,158.38

### VS. JUNE 2018

▲ +17.71%

### VS. PYTD

▲ +10.79%



### AIRBNB ONLY

\$46,443.11

▲ +41.16%

▲ +108.2%\*

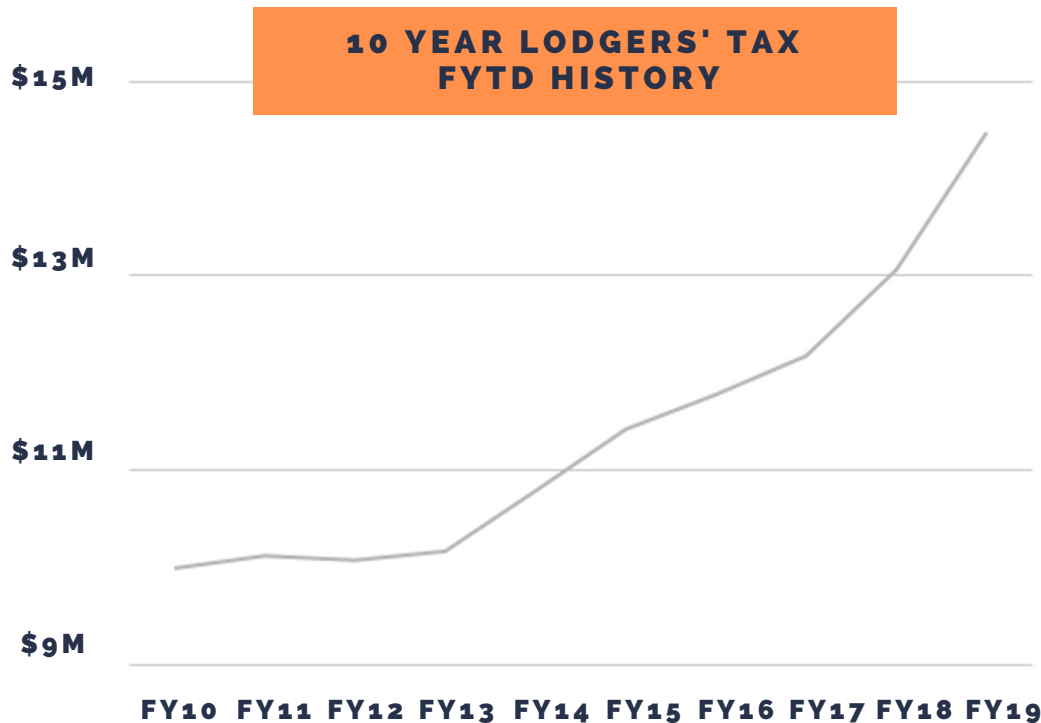
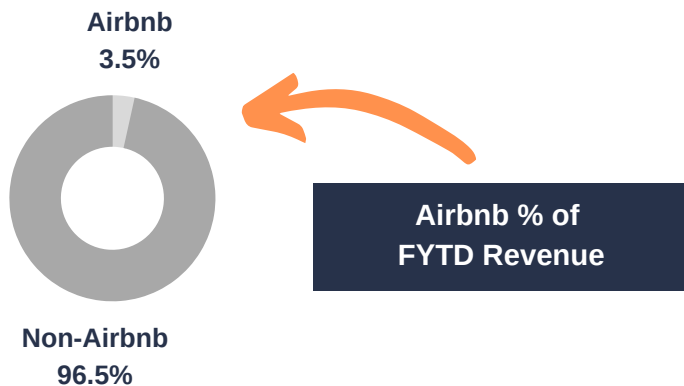
### MINUS AIRBNB

\$1,453,715.27

▲ +17.09%

▲ +8.97%

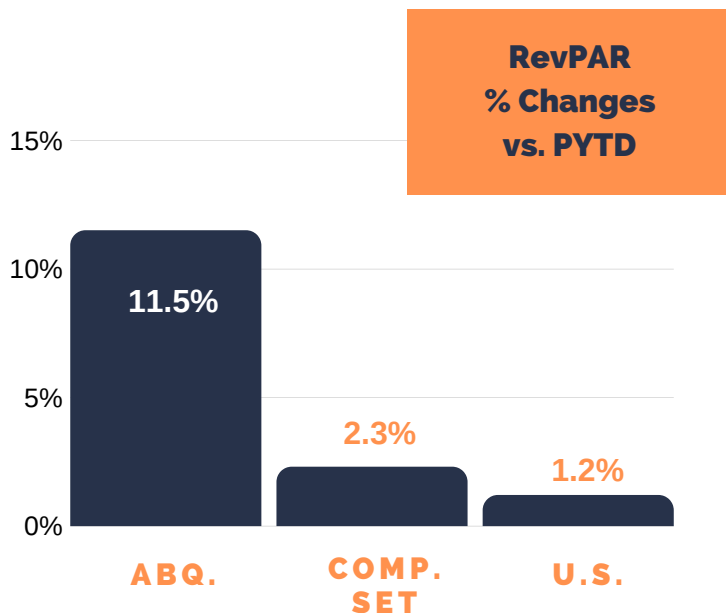
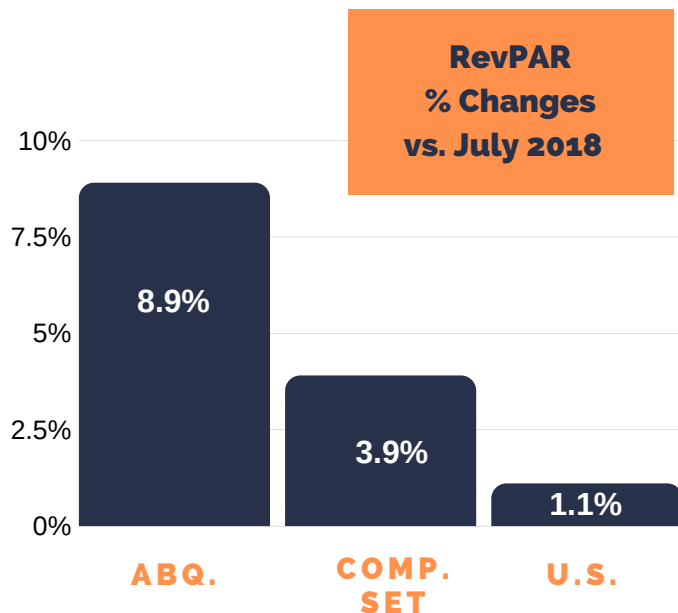
*\*FY18 included 4 months of no Airbnb collections*






## STR, INC. LODGING INDUSTRY REPORT\*

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR vs. PYTD	Rooms Sold vs. PYTD
Albuquerque	<b>69.3%</b>	<b>+5.7%</b>	<b>\$86.58</b>	<b>+5.5%</b>	<b>+11.5%</b>	<b>+4.5%</b>
Comp. Set Average	<b>69.9%</b>	<b>+6.1%</b>	<b>\$116.63</b>	<b>+1.6%</b>	<b>+2.3%</b>	<b>Not Available</b>
U.S. Average	<b>67.1%</b>	<b>+1.1%</b>	<b>\$131.85</b>	<b>+1.1%</b>	<b>+1.2%</b>	<b>+2.1%</b>



### Top 5 Meetings Properties per Corridor Performance



	FYTD Occupancy	% Change vs. PYTD	FYTD ADR	% Change vs. PYTD	RevPAR vs. PYTD
Downtown	<b>75.1%</b>	<b>+6.7%</b>	<b>\$123.66</b>	<b>+3.7%</b>	<b>+10.7%</b>
Uptown	<b>72.8%</b>	<b>+4.7%</b>	<b>\$107.37</b>	<b>+6.2%</b>	<b>+11.2%</b>
Airport	<b>79.7%</b>	<b>+2%</b>	<b>\$100.65</b>	<b>+10.5%</b>	<b>+12.7%</b>
Northern Corridor	<b>70.5%</b>	<b>+5.7%</b>	<b>\$106.23</b>	<b>+6.6%</b>	<b>+12.8%</b>

\*Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

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## CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL  
EVENT BOOKINGS

**32**

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

**\$4.66M**

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

**11,390**

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



**107**

FYTD VS. PYTD

**-10.8%**

Month's Room Nights Booked  
by Event Type

Mtgs. & Conventions  
54.9%



Sporting events  
45.1%

### RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

#### JULY

8-10 – CVENT CONNECT, LAS VEGAS, NV

#### AUGUST

4-6: ROCKY MOUNTAIN PCMA GOLF TOURNAMENT & SALES CALLS, DENVER, CO

9-13: STUDENT YOUTH TRAVEL ASSOCIATION ANNUAL CONFERENCE, BIRMINGHAM, AL

10-13: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES ANNUAL MEETING, COLUMBUS, OH

26-28: CONNECT SPORTS/SPECIALTY/ASSOCIATION, LOUISVILLE, KY

#### SEPTEMBER

5-8: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL CONVENTION, ALEXANDRIA, VA

9-12: S.P.O.R.T.S. THE RELATIONSHIP CONFERENCE, PANAMA CITY BEACH, FL

10-12: IMEX AMERICA, LAS VEGAS, NV

#### OCTOBER

13-15: CONNECT MED/TECH, DALLAS, TX



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# CONVENTION SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

### MONTH'S TOTAL LOSSES

29

CONV.  
CTR.

9

NON-CTR.  
M/C

19

NON-CTR.  
SPORTS

1

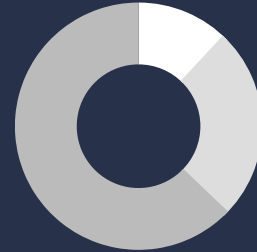
0 5 10 15 20

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

Seattle  
11.9%

St. Louis  
25.2%

San Diego  
62.9%



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



Las Vegas  
100%

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

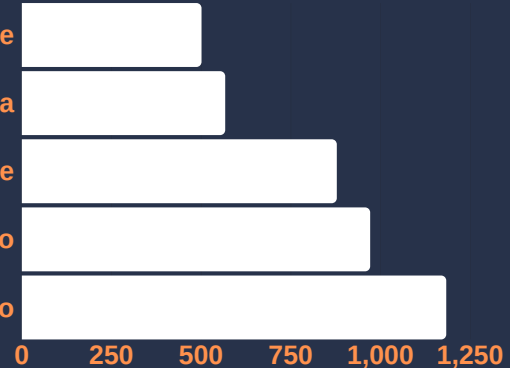
Ft. Lauderdale

Tampa

Nashville

Reno

San Diego



### FYTD Reoccurring Convention Center Lost Business Reasons

% of Room Nights Lost

Board/Membeship Vote **19%**

Did Not Make the Shortlist **16%**

Dates/Space Unavailable **15%**

**MONTH'S ROOM NIGHTS LOST**  
**19,893**

**MONTH'S ATTENDEES LOST**  
**11,422**

**MONTH'S DIRECT SPEND LOST**  
**\$8.88M**

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## PARTNER DEVELOPMENT



NEW PARTNERS  
THIS MONTH

6

FYTD MEMBERSHIP

709

VS. PYTD

- 2.1%

FYTD REVENUE

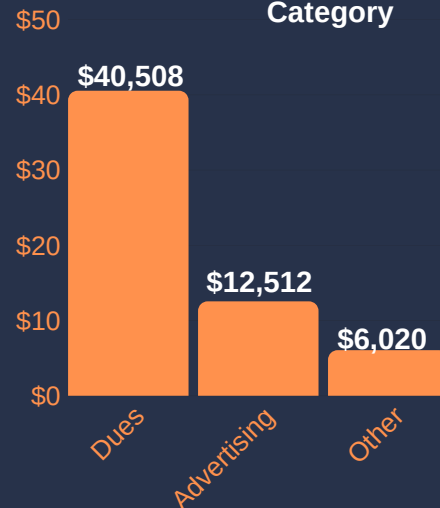
\$59,040

VS. PYTD

- 10%

Thousands

FYTD Revenue by  
Category



PARTNER EVENTS THIS MONTH

4

ACE Trainings on August 17th & 22nd

Partner Orientation on August 21st

Annual Meeting Luncheon on August 29th



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# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

4

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

50%

August Travel Channel article  
BP Score: 109

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

3.64M

CORRESPONDING  
PUBLICITY VALUE

\$6,846



## FEATURED MEDIA EFFORTS

**8/7: Experience live salsa music, a kids rock festival, and water lanterns at events in Albuquerque - KRQE (broadcast and online)**

**8/8: Pygmy Goats And Swans: These Hotels Have Unique Animal Mascots - Departures**

**8/9: Local focus: Showcase will feature 125 New Mexico artists - Albuquerque Journal (print and online)**

**8/13: 10 Things to Do in Albuquerque - Travel Channel**

**8/15: Historic Central Avenue hotel set to be renovated - Albuquerque Business First (print and online)**

**8/19: Meet Frederico Vigil, The Creator Of The Largest Concave Fresco in North America – Mundos De Mestizaje - Mitú**

**8/23: Car crazy: Route 66 Street Rod Nationals will feature 1,500 specialty vehicles - Albuquerque Journal (print and online)**

**8/29: ABQ tourism has one of best years in 4 decades - Albuquerque Journal (print and online)**

Local Media

National Media

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## MARKETING, COMMUNICATIONS & TOURISM (CONT.)

### TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"ATTEND THE 2019 NEW MEXICO STATE FAIR!"	129,064 LEISURE CONTACTS	8%	18%
"AND THE ABQ ART SHOWCASE SWEEPSTAKES WINNER IS.....!"	1,338 LEISURE CONTESTANTS	36%	7%

### TOTAL SOCIAL MEDIA ENGAGEMENT THIS MONTH

31,478

### SOCIAL MEDIA FOLLOWERS BY PLATFORM

 129,672

 58,725

 27,072

### MOST ENGAGING POST THIS MONTH



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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

**8/29: Angela Gandy attended the 2019 ESPN pre-New Mexico Bowl event**

**8/5: Tania Armenta attended the City Council Meeting for the National Senior Games Proclamation**

**8/26-28: Tabitha Stallworth attended Connect Association in Louisville, KY**

**8/9-13: Maureen Chavez attended the Student Youth Travel Association Annual Conference in Birmingham, AL**

**8/17-20: Brenna Moore and Rachel Howard attended ESTO**

**8/10-13: Larry Atchison attended the American Society of Association Executives Annual Meeting in Columbus, OH**

**8/15: Clarissa Baca hosted a site visit for the National Association of Parliamentarians**

**8/14: Tracy Cox was on KRQE discussing local end of summer events**

## Hosted by Visit Albuquerque

**8/15: Executive Committee Meeting  
8/21: Partner Orientation  
8/22: ACE Training  
8/29: Annual Meeting Luncheon  
8/29: Board of Directors Meeting**



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