

August 2020 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. JUNE 2019

-60.8%

VS. FY20

-22.6%

AVERAGE HOTEL OCCUPANCY

VS. JULY 2019

-37.7%

VS. PYTD

-35.6%

AVERAGE DAILY RATE

VS. JULY 2019

-21.5%

VS. PYTD

-15.9%

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

JULY 2020 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

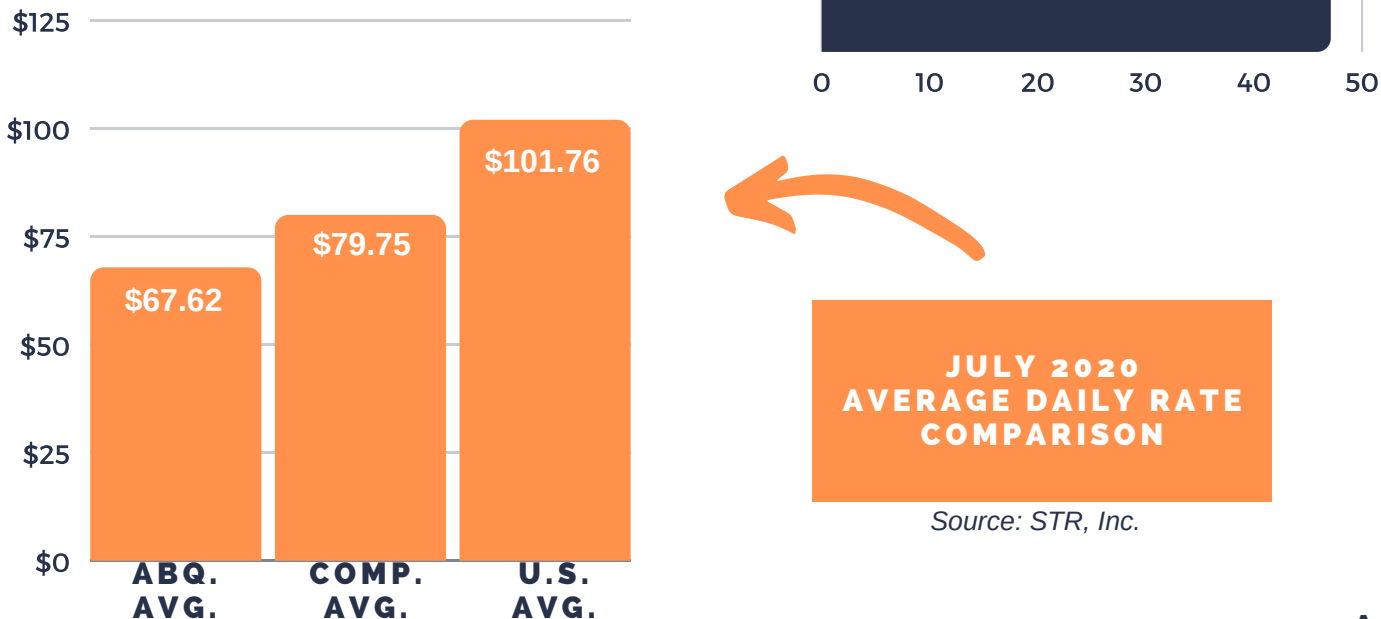
COMP. AVERAGE

U.S. AVERAGE

45.8%

44.1%

47.0%



JULY 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

August 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL JULY ENPLANED
PASSENGERS**

65,213

**VS. JULY 2019
TOTAL PASSENGERS**

-74.8%



**TOTAL JULY DEPLANED
PASSENGERS**

64,987

**FYTD TOTAL
PASSENGERS**

FY19

529,798

FY20

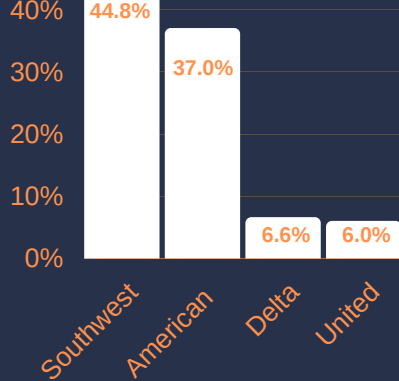
515,753

FY21

130,200

0 200 400 600
Thousands

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



**TOTAL JULY LEISURE &
HOSPITALITY EMPLOYMENT**

*** 36,100**

VS. JULY 2019

-21.0%

CYTD VS. PYTD

-16.7%

Source: Bureau of Labor Statistics

*Preliminary BLS figure

August 2020 Destination Dashboard

AUGUST BUSINESS OCCURRING

	Aug '20	% Change vs. Aug '19	% Change vs. PYTD
# of Meetings/Events	3	-90.0%	-87.0%
Room Nights	228	-98.2%	-98.4%
Attendance	810	-97.9%	-96.6%
Direct Spend	\$92,101	-98.6%	-98.6%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
0	0
ATTENDEES	ATTENDEES
0	0
ROOM NIGHTS	ROOM NIGHTS
0	0
DIRECT SPEND	DIRECT SPEND
\$0.0	\$0.0

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	23
ATTENDEES	3,320
ROOM NIGHTS	2,968
DIRECT SPEND	\$1.1M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	7	ATTENDEES	1,770
ROOM NIGHTS	397	DIRECT SPEND	\$172K



August 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 23
PYTD: 48 ▼ -52.1%

FUTURE ROOM NIGHTS BOOKED

FYTD: 2,968
PYTD: 15,880 ▼ -81.3%

FUTURE ATTENDANCE BOOKED

FYTD: 3,320
PYTD: 22,790 ▼ -85.4%

FUTURE DIRECT SPEND BOOKED

FYTD: \$1.1M
PYTD: \$6.3M ▼ -82.0%

ADVERTISING IMPRESSIONS

FYTD: 7.6M
PYTD: 33.1M ▼ -77.2%

WEBSITE USER SESSIONS

FYTD: 229,031
PYTD: 418,370 ▼ -45.3%

VISITOR GUIDE FULFILLMENT

FYTD: 1,615
PYTD: 8,022 ▼ -79.9%

VISITOR CENTER TRAFFIC

FYTD: Closed
PYTD: 30,410 ▼ -100%

ACE TRAINEES

FYTD: 0
PYTD: 44 ▼ -100%

GROUP TOURS

FY20: 232
FY19: 295 ▼ -21.4%

GROUP TOUR ROOM NIGHTS

FY20: 15K+
FY19: 19K+ ▼ -19.9%

SOCIAL MEDIA FOLLOWERS

FYTD: 224,133
PYTD: 215,469 ▲ +4.0%

SOCIAL MEDIA ENGAGEMENT

FYTD: 29,493
PYTD: 56,650 ▼ -47.9%

SALES FAMILIARIZATION & SITE TOURS

FYTD: 0
PYTD: 9 ▼ -100%

FY21 MEDIA SITE VISITS

0

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

9

Circulation/Reach
65,399,514

Publicity Value
\$119,750

*Does not include local coverage or syndications/additional pickups

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

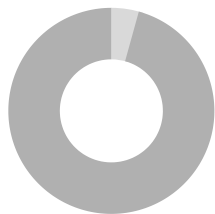
August 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL JUNE 2020 REVENUE	VS. JUNE 2019	VS. FY20
\$587,801.34	▼ -60.8%	▼ -22.6%
* SHORT-TERM RENTALS ONLY		
\$34,345.47	▼ -26.1%	▼ -4.01%
MINUS SHORT-TERM RENTALS		
\$553,455.87	▼ -61.9%	▼ -23.3%



Short-Term Rentals
4.3%

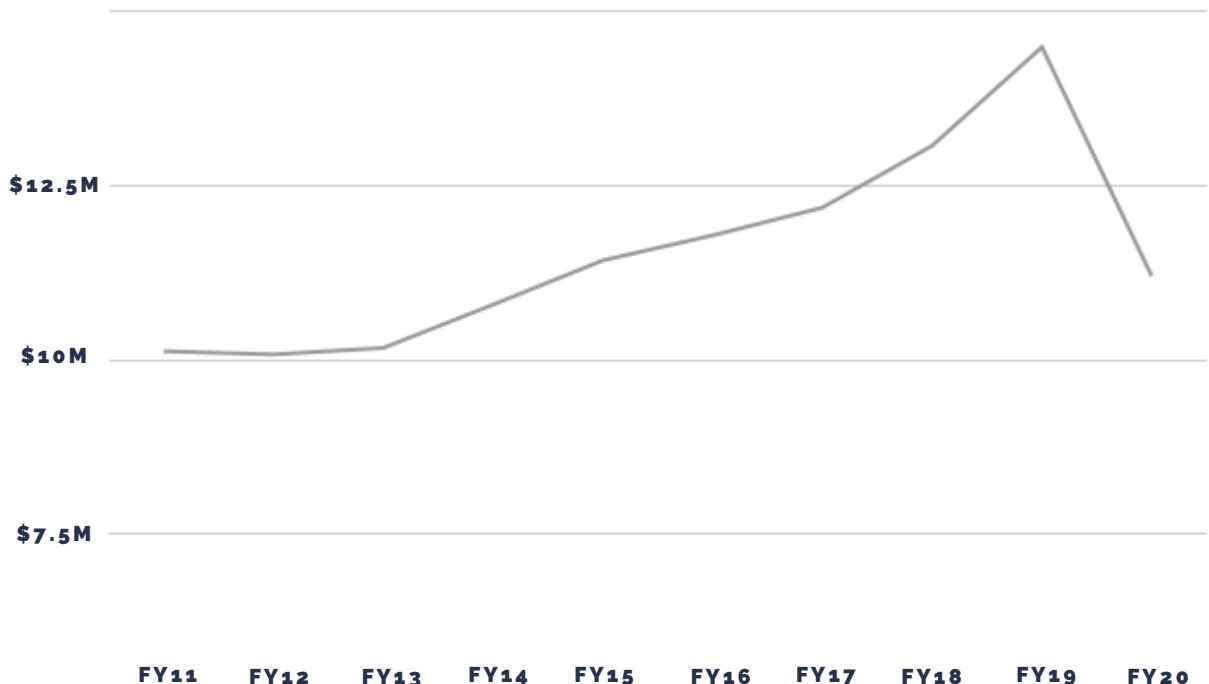


Non
95.7%

Short-term Rentals as
a % of FYTD Revenue

**PYTD only included Airbnb; FYTD includes Airbnb, HomeAway/VRBO, as of Oct 2019, and other short term rental collections, as of Feb 2020.*

10 YEAR LODGERS' TAX FYTD HISTORY



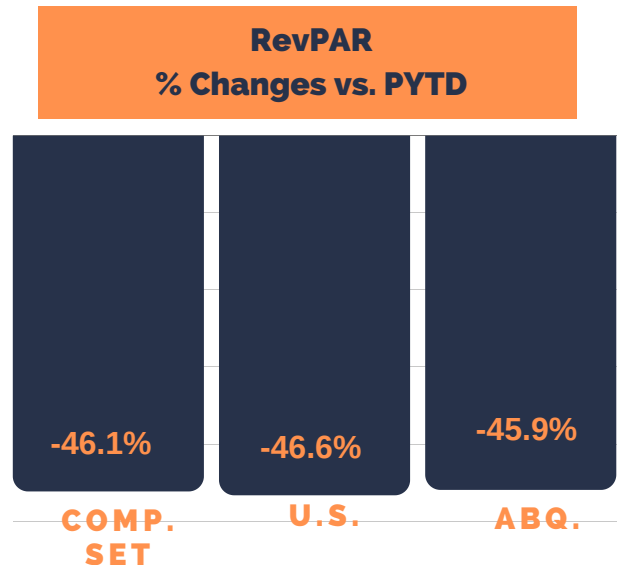
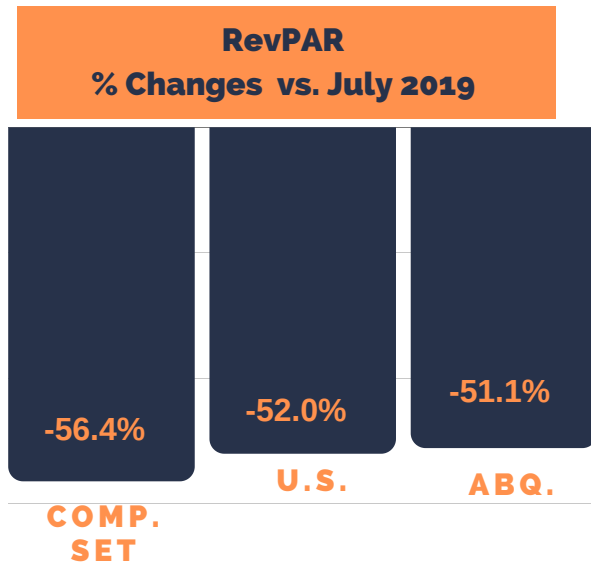
Source: City of Albuquerque




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	44.5%	-35.6%	\$73.16	-15.9%	-45.9%	-37.0%
*Comp. Set Average	45.5%	-34.8%	\$97.04	-16.8%	-46.1%	not available
U.S. Average	43.7%	-34.7%	\$107.91	-18.1%	-46.6%	-37.5%

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



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	37.1%	-50.8%	\$115.86	-5.9%	-53.7%
Uptown	32.9%	-54.8%	\$102.23	-4.8%	-56.9%
Airport	37.1%	-53.4%	\$90.71	-9.8%	-58.0%
Northern Corridor	37.6%	-46.7%	\$94.33	-11.2%	-52.6%

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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CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

9

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$145K

MONTH'S TOTAL
ROOM NIGHTS BOOKED

363

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



43

FYTD VS. PYTD

-59.8%

Mtgs. & Conventions
54.8%



Month's Room Nights
Booked by Event Type



Sporting Events
45.2%

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



AUGUST:

3-21: SPORTS ETA BIZXCHANGE - VIRTUAL EVENT

10-12: ASAE ANNUAL CONVENTION - VIRTUAL EVENT

25-26: CVENT CONNECT - VIRTUAL EVENT

SEPTEMBER:

1: CAFFEINATE & CONNECT - VIRTUAL EVENT

17: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS

"STATE OF BLACK TOURISM SUMMIT" - VIRTUAL EVENT

29: VISIT ALBUQUERQUE VIRTUAL ANNUAL MEETING

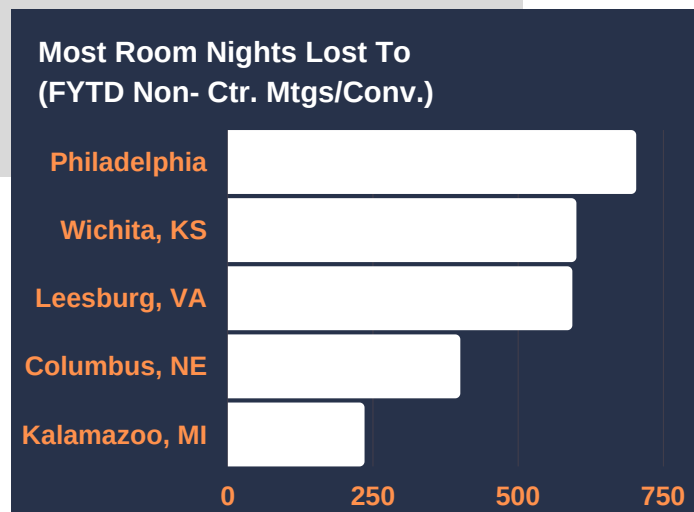
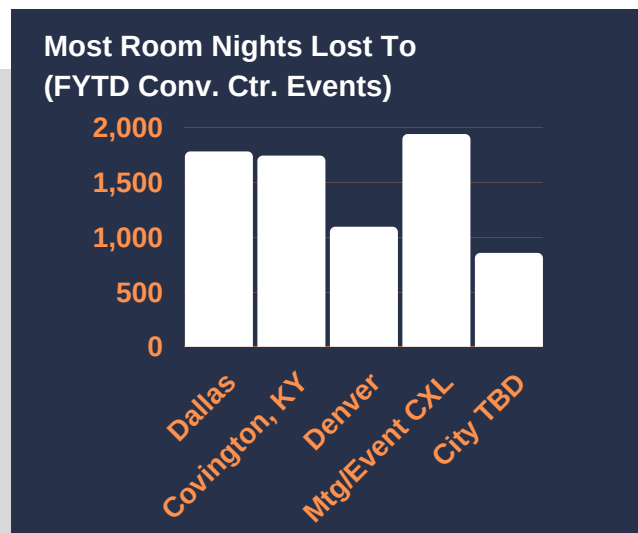
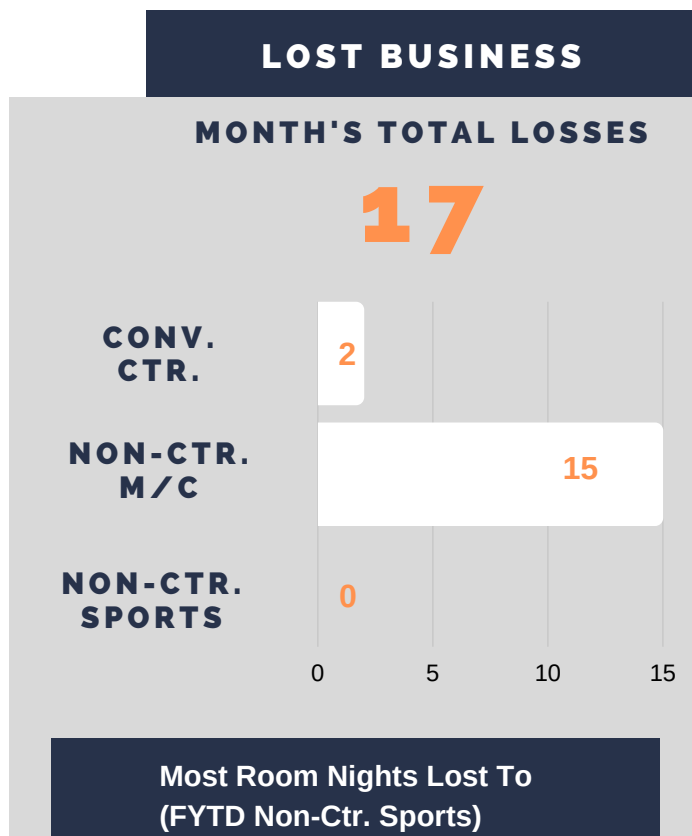
OCTOBER:

19-20: CONNECT MARKETPLACE (SPECIALTY & ASSOCIATION) - LAS VEGAS, NV

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CONVENTION SALES, SERVICES & SPORTS (CONT.)



Reoccurring Convention Center Lost Business Reasons FYTD

	% of Room Nights Lost
COVID-19	64%
Insufficient Local Infrastructure	24%
Dates/Space Availability	12%

MONTH'S ROOM NIGHTS LOST
7,556

MONTH'S ATTENDEES LOST
4,069

MONTH'S DIRECT SPEND LOST
\$2.74M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

2



FYTD MEMBERSHIP

676

VS. PYTD

-4.7%

FYTD REVENUE

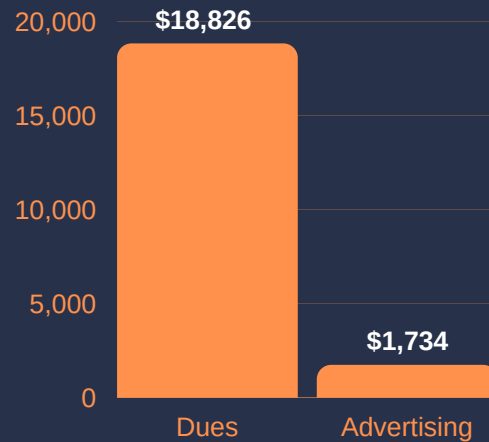
\$20,560

VS. PYTD

-63%

FYTD Revenue by
Category

Thousands



PARTNER EVENTS
THIS MONTH

0

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

8

Partner Orientation &
ACE Training Cancelled
due to COVID-19

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MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

3

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

100%



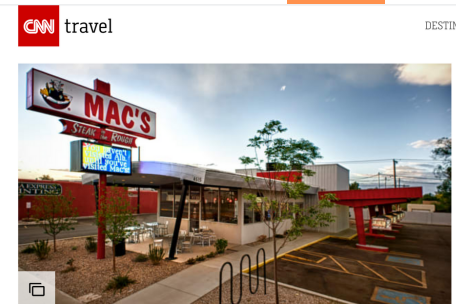
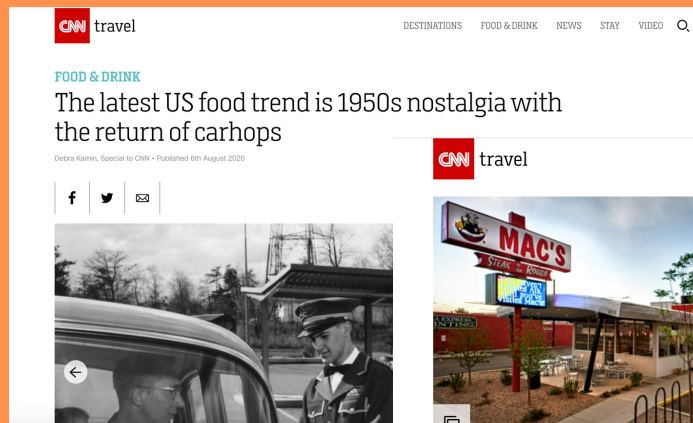
CNN Travel article
BP Score: 91

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

55.7M

CORRESPONDING
PUBLICITY VALUE

\$104,361



FEATURED MEDIA EFFORTS

- 8/4: More New Mexicans resort to staycations amid COVID-19 - KOB (broadcast and online)
- 8/5: Virtual and safe, in-person Albuquerque events in August - KRQE (broadcast and online)
- 8/5: The Best Drive-In Movie Theater in Every State - delish
- 8/6: The latest US food trend is 1950s nostalgia with the return of carhops - CNN Travel
- 8/7: Best Eco-Friendly Hotel - USA TODAY 10Best
- 8/11: Visit Albuquerque Announces ADA Website Enhancements to VisitABQ.org - PRWeb
- 8/11: Visit Albuquerque makes website more ADA compliant - KRQE (broadcast and online)
- 8/27: Visit Albuquerque encourages staycations with customizable packages - KRQE (broadcast and online)

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"PLAN YOUR NM STAYCATION IN ALBUQUERQUE!"

9,516
NM Leisure
Contacts

OPEN RATE

19.6%

CLICK-TO-OPEN RATE

16.8%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 **130,275**

 **58,421**

 **35,437**

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

13,200



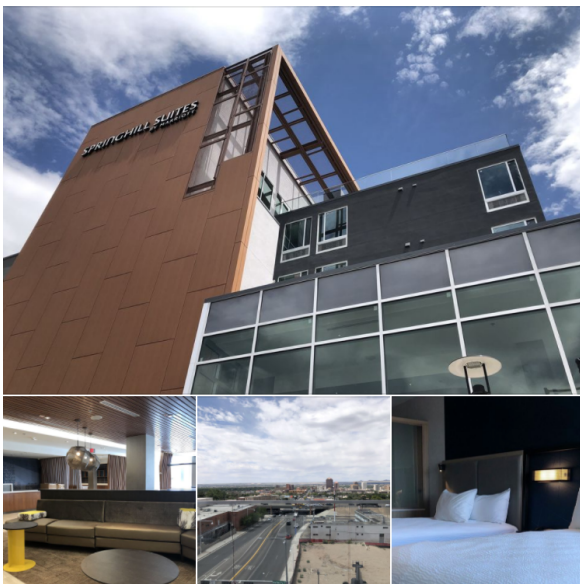
visitabq Moonlit Albuquerque cityscape. #TrueABQ



Visit Albuquerque

August 12 at 1:01 PM · 🌐

Get an insider's sneak peak at Albuquerque's new SpringHill Suites, opening this October! Stunning downtown views and a chic, clean interior are just some of the wonderful amenities you'll experience during your stay. #TrueABQ



**HIGH
ENGAGEMENT POSTS
OF THE MONTH**

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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

8/3-21: Angie Jepsen & Angela Gandy attended the SportsETA BIZ XChange Virtual Tradeshow every Mon, Wed & Fri including 14 one-on-one appointments

8/3: Tania Armenta Interview with KOB-TV regarding Staycations

8/25-26: Sales Staff attended the Cvent Connect Virtual Conference

8/4 & 24: Tania Armenta attended the NM Hospitality Association Board meetings via video conference

8/27: Attended the Lodgers' Tax Advisory Board Meeting via video conference

8/5, 12, 19, 26: Tania Armenta attended NM Tourism Dept DMO Task Force Meetings via video conference

8/18: Clarissa Baca had 7 appointments during Luxury Meetings Inc, Virtual Meetings Series

8/10-12: Larry Atchison attended the American Society of Association Executives virtual tradeshow



Events Hosted by Visit Albuquerque

**8/7: DOS meeting via video conference
8/14: DOS meeting via video conference
8/20: Visit Albuquerque Executive Committee meeting via video conference
8/21: DOS meeting via video conference
8/28: DOS meeting via video conference**

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CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

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%

7/30: Governor Michelle Lujan Grisham extends the Public Health Order thru August 28

7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle

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

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

5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis

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 New Mexico were 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

4/30: Governor Michelle Lujan Grisham formally extends the Emergency Public Health Order thru May 15

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