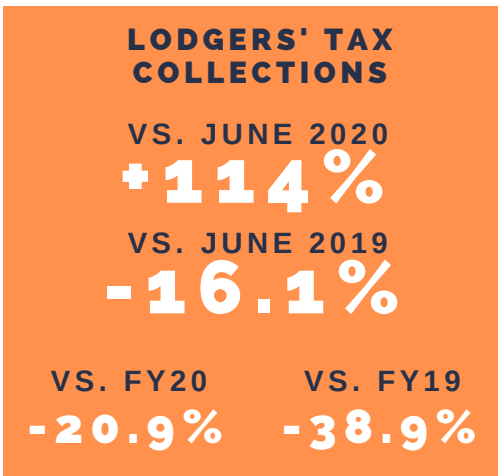


August 2021 Destination Dashboard

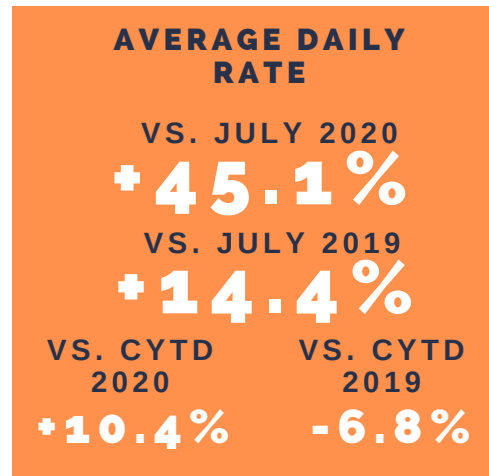
***The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.**



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

JULY 2021 OCCUPANCY RATE COMPARISON

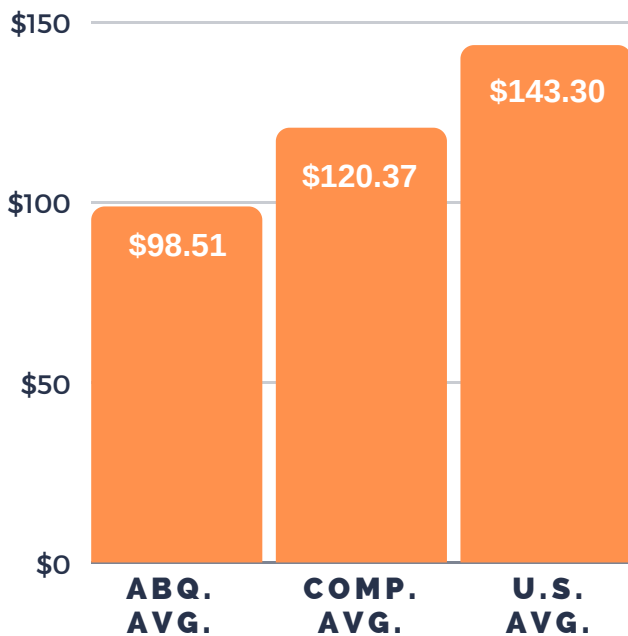
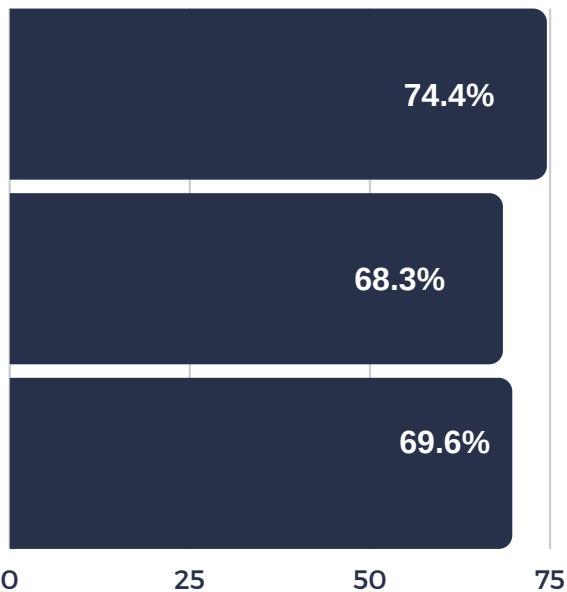
Source: STR, Inc. - Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.



ALBUQUERQUE AVERAGE

COMP. AVERAGE

U.S. AVERAGE



JULY 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

August 2021 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL JULY ENPLANED PASSENGERS

188,328



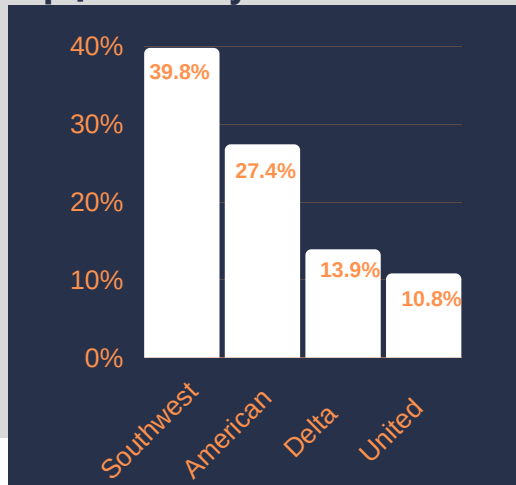
TOTAL JULY DEPLANED PASSENGERS

188,978

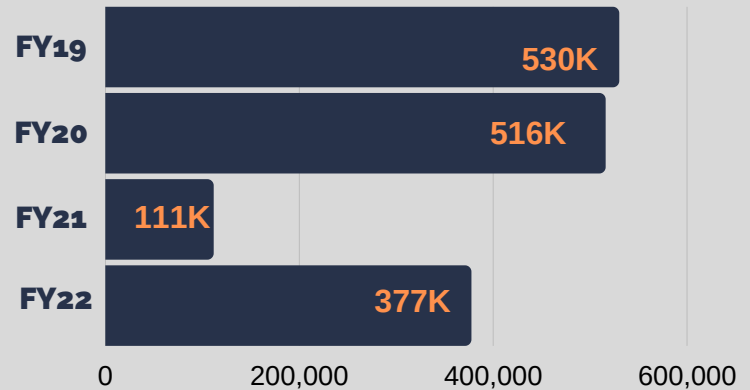
**VS. JULY 2020
 TOTAL PASSENGERS
 +238.5%**

**VS. JULY 2019
 TOTAL PASSENGERS
 -26.8%**

Top 4 Airlines by % of Market Share



FYTD TOTAL PASSENGERS



TOTAL JULY LEISURE & HOSPITALITY EMPLOYMENT

***40,400**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

**VS. JULY 2020
 +18.8%**

**VS. JULY 2019
 -13.6%**

**VS. 2020 CYTD
 +1.2%**


**VS. 2019 CYTD
 -18.8%**

August 2021 Destination Dashboard

**AUGUST
 BUSINESS
 OCCURRING**




	Aug '21	vs. Aug '20	% Change vs. FY21	% Change vs. FY20
# of Meetings/Events	16	3	357%	-70.4%
Room Nights	10,974	228	42k%	-56.9%
Attendance	14,001	810	12k%	-72.8%
Direct Spend	\$4.4M	\$92k	40k%	-64.7%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
4	6
ATTENDEES 6,372	ATTENDEES 13,906
ROOM NIGHTS 9,434	ROOM NIGHTS 11,677
DIRECT SPEND \$4.1M	DIRECT SPEND \$5.1M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	35
ATTENDEES	12,333
ROOM NIGHTS	9,937
DIRECT SPEND	\$3.9M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	25	ATTENDEES	21,778
ROOM NIGHTS	13,824	DIRECT SPEND	\$5.9M

August 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD **41** PYTD: 23 ▲ 78.3%
 FY20: 48 ▼ -14.6%

FUTURE ROOM NIGHTS BOOKED

FYTD **21,614** PYTD: 2,968 ▲ 628.2%
 FY20: 15,880 ▲ 36.1%

FUTURE ATTENDANCE BOOKED

FYTD **26,239** PYTD: 3,320 ▲ 690.3%
 FY20: 22,790 ▲ 15.1%

FUTURE DIRECT SPEND BOOKED

FYTD **\$9.0M** PYTD: \$1.1M ▲ 695.9%
 FY20: \$6.3M ▲ 43.5%

ADVERTISING IMPRESSIONS

*** FYTD** **138.8M** PYTD: 7.6M ▲ 1737%
 FY20: 33.1M ▲ 319%

WEBSITE USER SESSIONS

FYTD **496K** PYTD: 229K ▲ 116.6%
 FY20: 418K ▲ 18.6%

VISITOR GUIDE FULFILLMENT

FYTD **4,100** PYTD: 1,615 ▲ 153.9%
 FY20: 8,022 ▼ -76.5%

VISITOR CENTER TRAFFIC

FYTD **16,986** PYTD: 0 ▲ 100%
 FY20: 30K ▼ -73.2%

ACE TRAINEES

FYTD **0** PYTD: 0 — 0%
 FY20: 44 ▼ -100%

GROUP TOURS

FY21: **5** ▼ -97.8%
FY20: **232**

GROUP TOUR ROOM NIGHTS

FY21: **106** ▼ -99.3%
FY20: **15,651**

SOCIAL MEDIA FOLLOWERS

FYTD **223K** PYTD: 224K ▼ -0.4%
 FY20: 215K ▲ +3.6%

SOCIAL MEDIA ENGAGEMENT

FYTD **70,381** PYTD: 29,493 ▲ 138.6%
 FY20: 56,650 ▲ 24.2%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

6

Circulation/Reach
5,909,088

Publicity Value
\$63.7K

**Does not include local coverage or syndications/additional pickups*

SALES FAMILIARIZATION & SITE TOURS

FYTD **4** PYTD: 1 ▲ 300%
 FY20: 9 ▼ -55.6%

FYTD MEDIA SITE VISITS

1

*FY22 ad impressions include tourism recovery campaign with CABQ and co-op partnership with NM True.

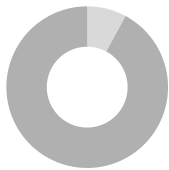
Note: FYTD= Fiscal Year To Date. Our Fiscal Year Runs July 1 - June 30.

August 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	TOTAL JUNE 2021 REVENUE	VS. JUNE 2020	VS. FY20	VS. FY19
	\$1,258,722.94	▲ 114.1%	▼ -20.9%	▼ -38.9%
* SHORT-TERM RENTALS ONLY	\$95,458.89	▲ 177.9%	▲ 44.5%	▲ 38.7%
MINUS SHORT-TERM RENTALS	\$1,163,264.05	▲ 110.2%	▼ -23.8%	▼ -41.6%

Short-Term Rentals
7.9%

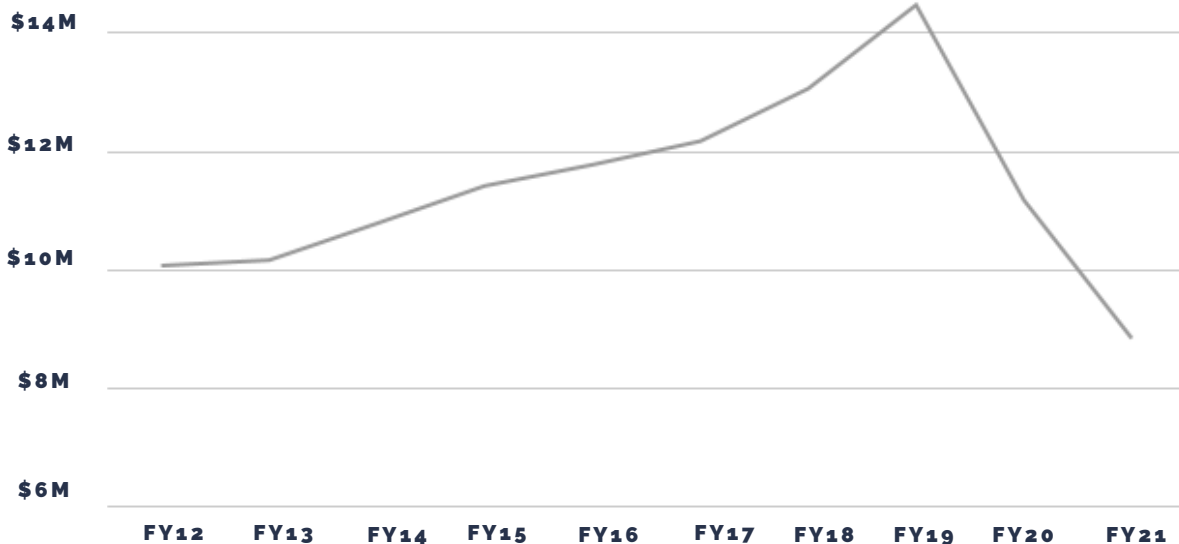


Non
92.1%

Short-term Rentals as a % of FY21 Revenue

* Includes Airbnb, VRBO/Home Away, and Short Term Rentals collections

10 YEAR LODGERS' TAX FYTD HISTORY



Source: City of Albuquerque

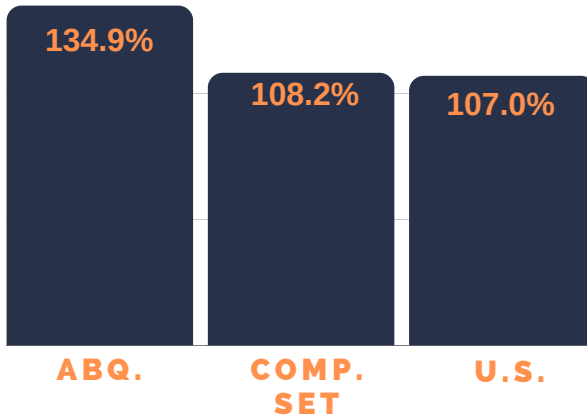


STR, INC. LODGING INDUSTRY REPORT*

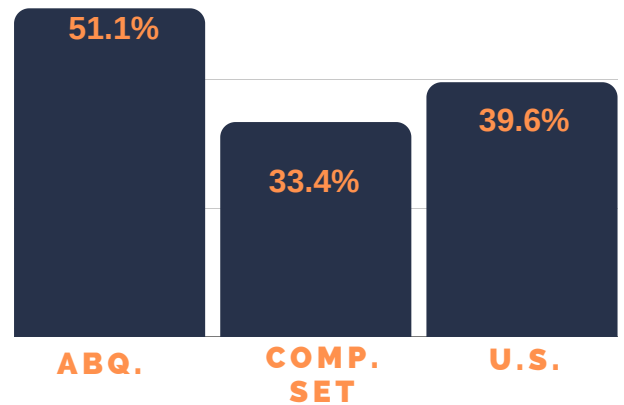
	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	61.2%	36.9%	\$81.13	10.4%	51.1%	34.4%
*Comp. Set Average	58.1%	28.1%	\$103.34	4.4%	33.4%	not available
U.S. Average	56.2%	28.6%	\$117.11	8.6%	39.6%	35.5%

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

**RevPAR
% Changes vs. July 2020**



**RevPAR
% Changes vs. PYTD**



**Top 5 Meetings Properties per
Corridor Performance**



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	44.3%	19.6%	\$126.57	9.2%	30.6%
Uptown	39.8%	20.8%	\$108.07	5.7%	27.7%
Airport	50.3%	35.6%	\$90.42	-0.3%	35.1%
Northern Corridor	45.9%	22.1%	\$103.00	9.2%	33.3%

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

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

18

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$4.9M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

11,286

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



91

FYTD VS.
PYTD

111.6%

FYTD VS.
FY19

-60.7%

Mtgs. & Conventions
47%



Sporting Events
53%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



AUGUST:

30-SEPT 1: CONNECT MARKETPLACE: ASSOCIATION, SPECIALTY, SPORTS - TAMPA, FL

31: CONNECT MARKETPLACE RECEPTION COHOSTED WITH DESTINATION MADISON - TAMPA, FL

SEPTEMBER:

9-11: PROFESSIONAL FRATERNITY ASSOCIATION - IRVING, TX

15: DESTINATION CELEBRATION - KANSAS CITY, MO

16: PCMA HEARTLAND GOLF EVENT - KANSAS CITY, MO

20-22: CONNECT TOUR - LAS VEGAS, NV

27-30: TEAMS - ATLANTIC CITY, NJ

OCTOBER:

14: DESTINATION CELEBRATION - INDIANAPOLIS, IN

15: DESTINATION CELEBRATION - MINNEAPOLIS, MN

25-28: SPORTS ETA - BIRMINGHAM, AL

NOVEMBER:

7-11: IMEX - LAS VEGAS, NV

DECEMBER:

14: HOLIDAY SHOWCASE - CHICAGO, IL

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ALBUQUERQUE

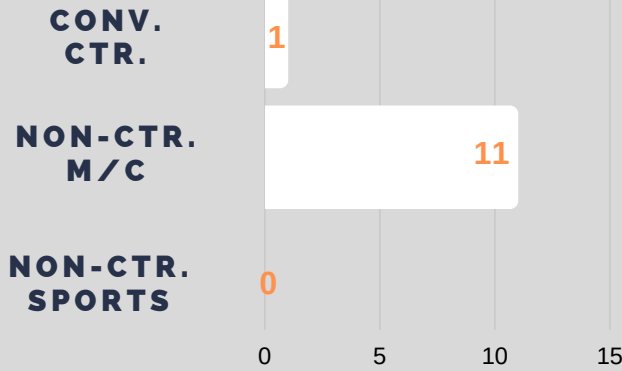
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

12



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

2,188

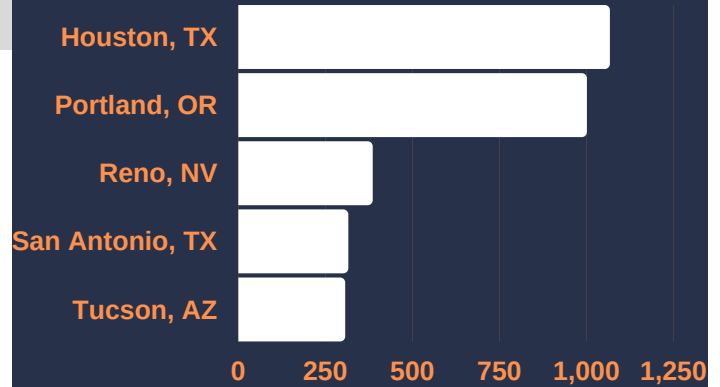
City To Be Determined
100%

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



No Lost Business
100%

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



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

Other Location(s) Preferred	100%
COVID-19	0%
Unable to Submit RFP Response	0%

MONTH'S ROOM NIGHTS LOST
4,240

MONTH'S ATTENDEES LOST
2,887

MONTH'S DIRECT SPEND LOST
\$2.0M

. VISIT .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

6



FYTD MEMBERSHIP

620

VS. FY21
-8.3%

VS. FY20
-12.6%

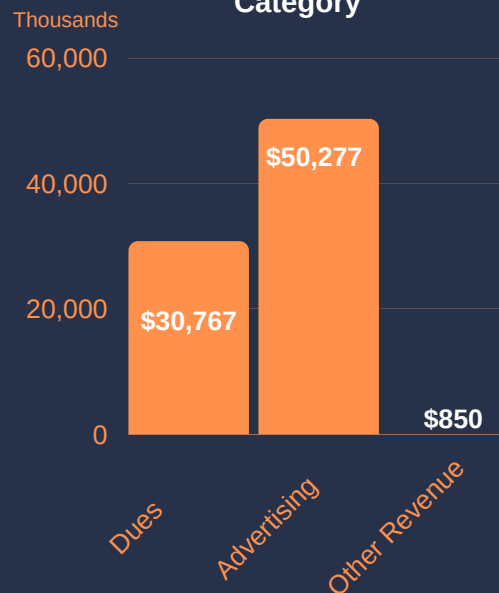
FYTD REVENUE

\$81,895

VS. FY21
+298.3%

VS. FY20
+48.4%

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

13

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

3

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

508K

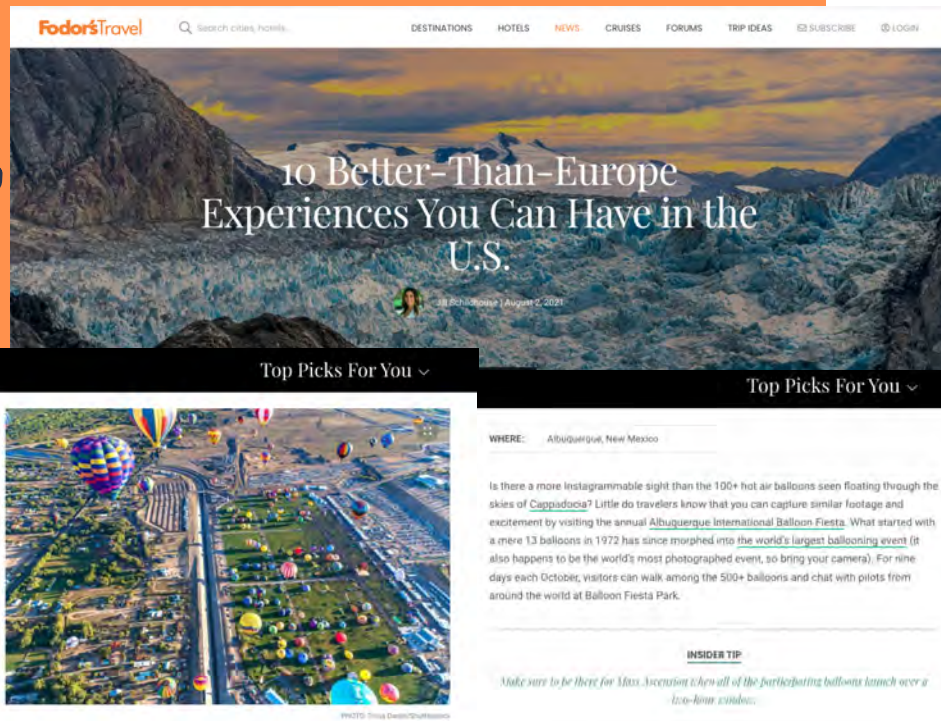
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

100%

CORRESPONDING
PUBLICITY VALUE

\$4K

Fodor's Travel article
BP Score: 78



4 OF 10

Hot Air Balloons in New Mexico vs. Turkey

FEATURED MEDIA EFFORTS

8/2: 10 Better-Than-Europe Experiences You Can Have in the U.S. - Fodor's Travel

8/3: Duke City welcomes Masters cycling competitors this week - Albuquerque Journal (print and online)

8/5: ABQ 365 highlights local events taking place in August - KRQE (broadcast and online)

8/18: Fall in Love with Albuquerque - Pride Journeys

8/20: USA Cycling Road Masters National Championships boosted Albuquerque's economy according to estimates - Albuquerque Business First (print and online)

8/22: Hotel Chaco: Boutique Hotel in Albuquerque NM - Wander With Wonder

8/25: Meet Albuquerque Business First's 2021 40 Under Forty honorees (Brenna Moore) - Albuquerque Business First (print and online)

Local Media

National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

08/07: "RODEOS, CONCERTS, COMPETITIONS AND MORE RETURN TO THE NEW MEXICO STATE FAIR"

122,470 LEISURE CONTACTS

15.8%

CLICK-TO-OPEN RATE

12.7%

08/27: "START PLANNING YOUR VISIT TO THE NEW MEXICO STATE FAIR"

3,116 LOCAL CONTACTS

29.6%

22.0%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

38,403

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 123,248

 57,763

 42,147



HIGH ENGAGEMENT POSTS OF THE MONTH

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

8/30 - 9/1: Clarissa Baca had 47 Association appts; Misty Jester had 46 Specialty appts; and Angela Gandy had 46 Sports appts during Connect Marketplace in Tampa, FL

8/26: Attended the USA Cycling Appreciation Luncheon

8/26: Attended the Lodgers' Tax Advisory Board Meeting

8/21: Liz Burman staffed a Visit ABQ table for the Sandia Summer Event at Plaza Don Luis in Old Town

8/2 & 30: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting

8/3: Tania Armenta attended the Business Issues Council Meeting

8/5: Brenna Moore attended the NM PRSA Monthly Board Meeting

8/10: Tania Armenta attended Destinations International: Equity, Diversity & Inclusion Leadership Masterclass

8/12: Tania Armenta attended the NM Tourism Commission Meeting

8/15-17: Brenna Moore & Rachel Howard attended US Travel Association's ESTO conference in Los Angeles, CA



Brenna Moore, Visit Albuquerque's PR and Communications Manager, was recently announced as an honoree in Albuquerque Business First's 40 Under Forty Awards

Events Hosted by Visit Albuquerque

8/5: DOS meeting via video conference

8/19: Visit Albuquerque Executive Committee Meeting

8/19: DOS meeting via video conference

. V I S I T .

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.

. V I S I T .

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
5/13: Children 12 and over become eligible for vaccine

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

JUNE 2021

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.

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

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.

AUGUST 2021

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.