

# August 2022 Destination Dashboard

## LODGERS' TAX COLLECTIONS

▲ **21%**  
VS. JUNE 2021

▲ **160%**  
VS. JUNE 2020

▲ **84%**  
VS. FYTD 21

▲ **46%**  
VS. FYTD 20

## AVERAGE HOTEL OCCUPANCY

▼ **9%**  
VS. JULY 2021

▲ **49%**  
VS. JULY 2020

▲ **8%**  
VS. CYTD 2021

▲ **49%**  
VS. CYTD 2020

## AVERAGE DAILY RATE

▲ **13%**  
VS. JULY 2021

▲ **65%**  
VS. JULY 2020

▲ **28%**  
VS. CYTD 2021

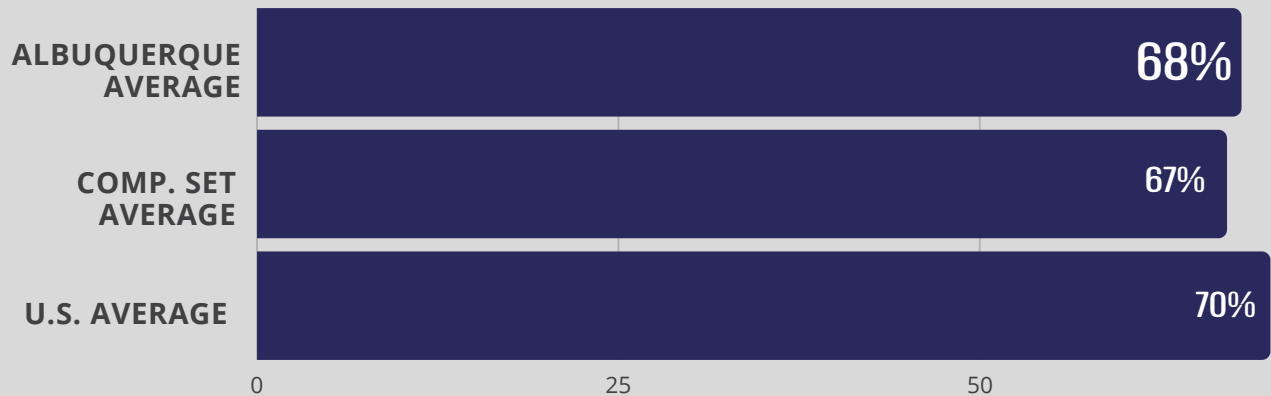
▲ **113%**  
VS. CYTD 2020

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

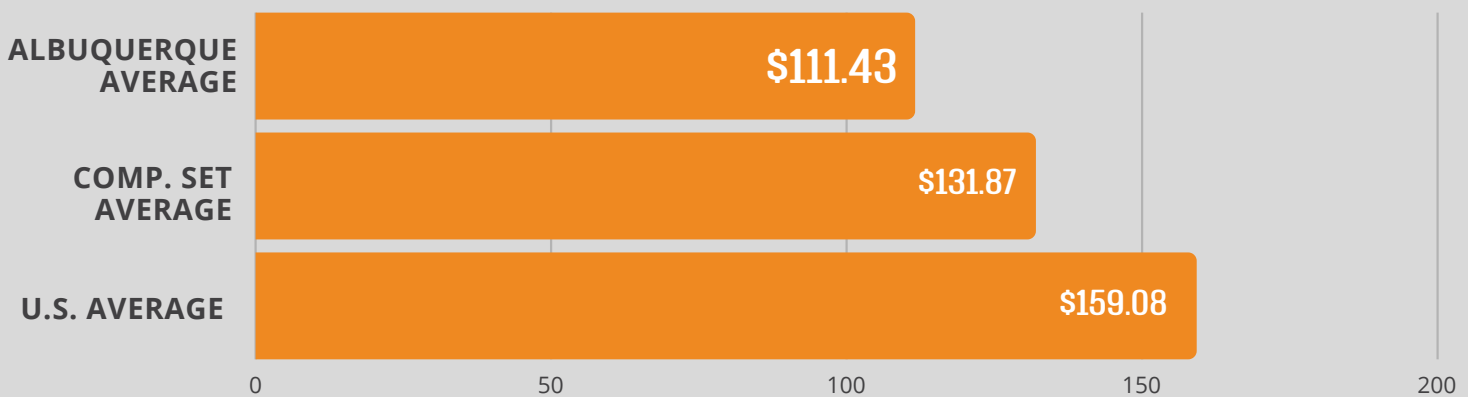
Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

## JULY 2022 - 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.

## JULY 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

# August 2022 Destination Dashboard

## JULY 2022 - SUNPORT AIRLINE METRICS

431,650

TOTAL PASSENGERS

▲ 14%

VS. JULY 2021  
TOTAL PASSENGERS

▲ 287%

VS. JULY 2020  
TOTAL PASSENGERS



TOTAL JULY  
ENPLANED PASSENGERS

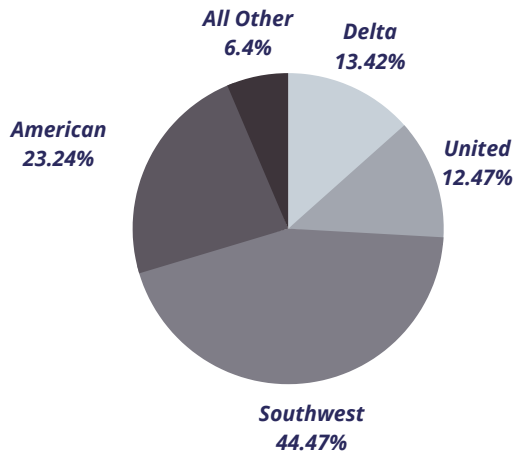
215,162

TOTAL JULY  
DEPLANED PASSENGERS

216,488



## AIRLINES BY % OF MARKET SHARE



## 5-YR FYTD TOTAL PASSENGERS

FY19 529,798

FY20 515,752

FY21 111,453

FY22 377,306

FY23 431,650

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

45,300

TOTAL JULY 2022 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ 9%

VS. JULY 2021

▲ 33%

VS. JULY 2020

45.5K  
JULY 2018

45.9K  
JULY 2019

45.3 K  
JULY 2022

41.5 K  
JULY 2021

34K  
JULY 2020

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# August 2022 Destination Dashboard

AUGUST BUSINESS OCCURRING	AUG '22	AUG '21	% CHANGE VS. AUG '21	% CHANGE VS. AUG '20
# OF MEETINGS/EVENTS	15	16	-6% ▼	400% ▲
ROOM NIGHTS	6,458	10,974	-42% ▼	2,706% ▲
ATTENDANCE	6,027	14,001	-57% ▼	644% ▲
DIRECT SPEND	\$2,560,360	\$4,380,385	-42% ▼	2,680% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	-	-	-100% ▼	0%
ATTENDEES	-	-	-100% ▼	0%
ROOM NIGHTS	-	-	-100% ▼	0%
DIRECT SPEND	-	-	-100% ▼	0%

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	20	36	3% ▲	57% ▲
ATTENDEES	7,164	11,898	19% ▲	343% ▲
ROOM NIGHTS	4,711	14,706	20% ▲	301% ▲
DIRECT SPEND	\$3,711,677	\$6,369,129	65% ▲	463% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	17	4,830	
	SPORTING EVENTS	ROOM NIGHTS	
	9,916	\$2.6M	
	ATTENDEES	DIRECT SPEND	

## COVID-19 IMPACT:

Since March 2020, the overall pace of booking future meetings, conventions, and sporting events has slowed. Nationally the industry is experiencing a delayed recovery with the expectation of returning to pre-pandemic volume by 2024.

# August 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
FUTURE EVENTS BOOKED	36	41	-12% ▼	23	57% ▲
FUTURE ROOM NIGHTS BOOKED	11,898	21,614	-44% ▼	2,968	301% ▲
FUTURE ATTENDANCE BOOKED	14,706	26,239	-45% ▼	3,320	343% ▲
FUTURE DIRECT SPEND	\$6,369,129	\$9,000,427	-29% ▼	\$1,130,905	463% ▲
GROUP TOURS**	N/A	N/A	N/A	N/A	N/A
GROUP TOUR ROOM NIGHTS**	N/A	N/A	N/A	N/A	N/A

MARKETING	FYTD *	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	81,662,792	146,632,133	-44% ▼	7,555,924	981% ▲
WEBSITE USER SESSIONS	478,697	496,123	-4% ▼	229,031	109% ▲
SOCIAL MEDIA FOLLOWERS	266,838	223,158	20% ▲	224,133	19% ▲
SOCIAL MEDIA ENGAGEMENT	174,135	70,381	147% ▲	29,493	490% ▲
VISITOR GUIDE FULFILLMENT	3,610	4,100	-12% ▼	1,615	123% ▲
VISITOR CENTER TRAFFIC	13,960	16,986	-18% ▼	0	100% ▲
EARNED MEDIA‡					
TRAVEL ARTICLES	12	6	100% ▲	9	33% ▼
CIRCULATION REACH	68,124,140	5,909,088	1,053% ▲	65,399,514	4% ▲
PUBLICITY VALUE	\$289,234	\$63,746	354% ▲	\$119,750	142% ▲

## FAMILIARIZATION & SITE TOURS

	FYTD	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
SALES	4	4	0%	1	300%
MEDIA	4	1	300%	0	N/A

## ACE TRAINEES



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

\*\*Data reported is quarterly.

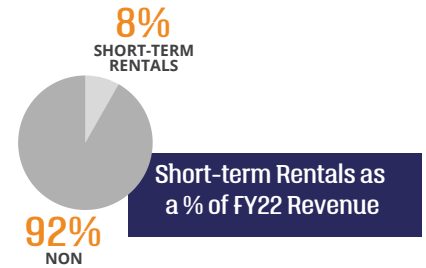
†FY23 and FY22 ad impressions include co-op partnership with NM True.

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

# August 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Jun'22	Jun'21	% CHG
		TOTAL	
TOTAL REVENUE	\$1,526,834	\$1,258,723	21% ▲
SHORT-TERM RENTALS (STR)**	\$125,803	\$95,459	32% ▲
REVENUE MINUS STR	\$1,401,031	\$1,163,264	20% ▲



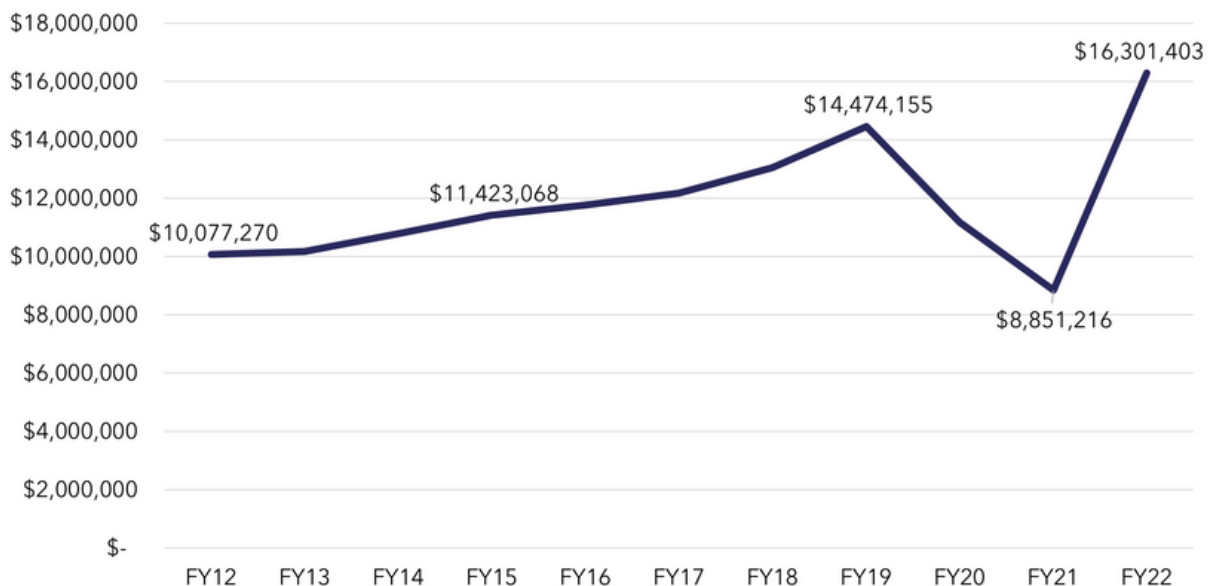
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21	FYTD vs. FY20
		TOTAL % CHG	TOTAL % CHG
TOTAL REVENUE	\$16,301,403	\$8,851,216 95% ▲	\$11,182,612 46% ▲
SHORT-TERM RENTALS (STR)**	\$1,341,736	\$695,866 103% ▲	\$481,463 179% ▲
REVENUE MINUS STR	\$14,959,667	\$8,155,350 94% ▲	\$10,701,150 40% ▲

\*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



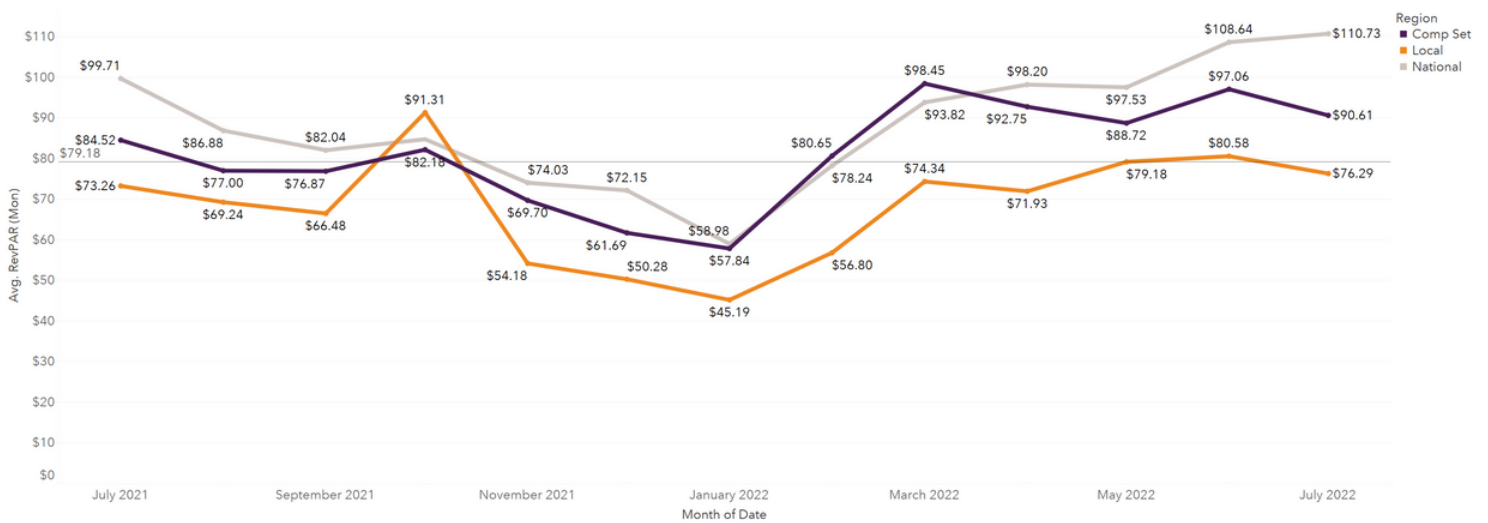


# STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	8% ▲	\$104.52	28% ▲	\$69.20	38% ▲
COMP SET*	65%	12% ▲	\$132.68	28% ▲	\$86.77	43% ▲
UNITED STATES	63%	12% ▲	\$147.46	25% ▲	\$92.53	40% ▲

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

## RevPAR: July 2021 - July 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	49%	10% ▲	\$150.16	19% ▲	\$73.09	30% ▲
UPTOWN	59%	49% ▲	\$124.39	15% ▲	\$73.55	71% ▲
AIRPORT	67%	34% ▲	\$110.93	23% ▲	\$74.55	64% ▲
NORTHERN CORRIDOR	60%	31% ▲	\$126.90	23% ▲	\$76.26	61% ▲

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

# SALES, SERVICES & SPORTS - AUGUST 2022

16

MONTH'S TOTAL  
EVENT BOOKINGS

\$4.2M

ESTIMATED DIRECT  
SPEND GENERATED

7,259

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

36

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

67%

MEETINGS &  
CONVENTIONS



33%  
SPORTING  
EVENTS

▼ -12%  
FYTD VS. FY 22

▲ 57%  
FYTD VS. FY 21

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### AUGUST:

- 6-9: U.S. TRAVEL EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS - GRAND RAPIDS, MI
- 8-10: CONNECT MARKETPLACE: ASSOCIATION, SPECIALITY AND SPORTS - DETROIT, MI
- 10-12: HOTEL DATA CONFERENCE - NASHVILLE, TN
- 20-23: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - NASHVILLE, TN

### SEPTEMBER:

- 8-10: PROFESSIONAL FRATERNITY ASSOCIATION - KALAMAZOO, MI
- 19-21: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORT - SPOKANE, WA

### OCTOBER:

- 3-5: CONNECT FAITH - LITTLE ROCK, AR
- 5-7: OUTDOOR ECONOMICS CONFERENCE - TAOS, NM
- 6: DESTINATION CELEBRATION - INDY - INDIANAPOLIS, IN
- 10-13: IMEX AMERICA - LAS VEGAS, NV
- 24-27: TEAMS - OKLAHOMA CITY, OK

### NOVEMBER:

- 9-10: CONNECT WEST - SAN FRANCISCO, CA
- 16-19: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS - JACKSONVILLE, FL

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# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

13

TOTAL LOST  
EVENTS

6,875

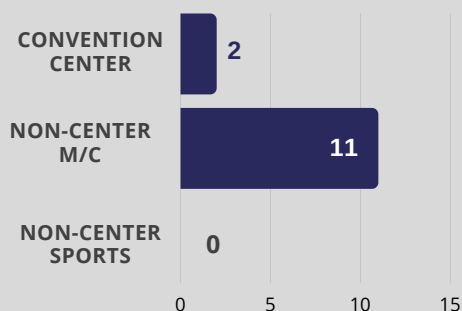
LOST ROOM  
NIGHTS

8,038

LOST ATTENDEES

\$7.3M

LOST EST. DIRECT  
SPEND

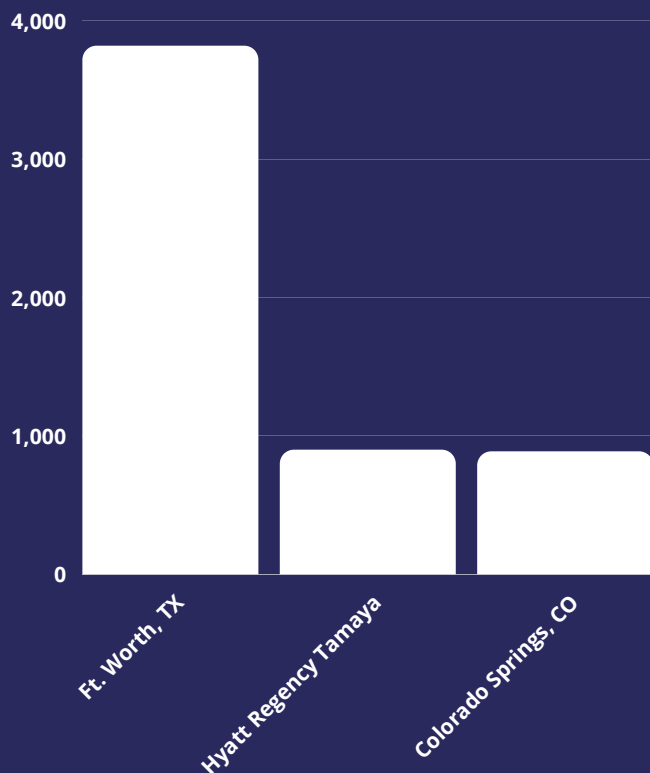


### Reoccurring Convention Center Lost Business Reasons FYTD

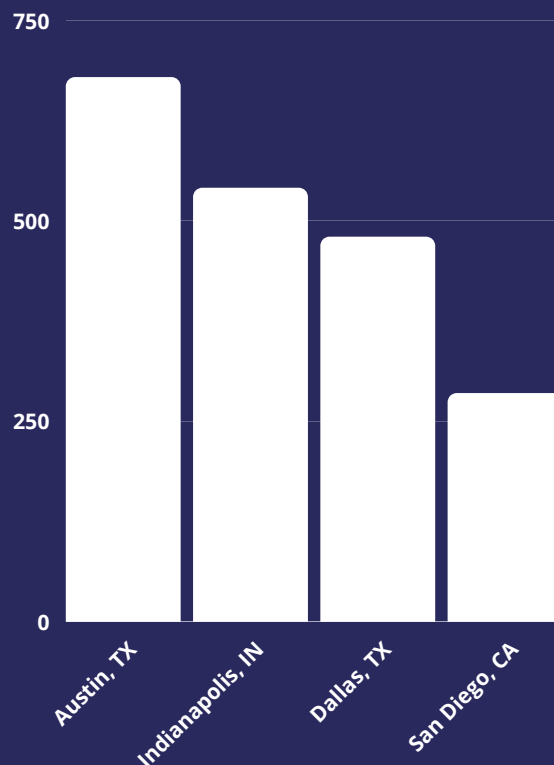
% of Room Nights Lost

Insufficient Local Infrastructure	42%
Other Location(s) Preferred	30%
Other	24%
Local, But Non-Albuquerque Site Selected	2%

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



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



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# PARTNER DEVELOPMENT

3

NEW PARTNERS  
THIS MONTH

687

FYTD MEMBERSHIP

0% ▲

VS. AUG'21

75% ▲

VS. AUG'20

11% ▲

VS. FY22

2% ▲

VS. FY21

## FYTD PARTNER REVENUE OVERVIEW

\$61,178

FYTD REVENUE

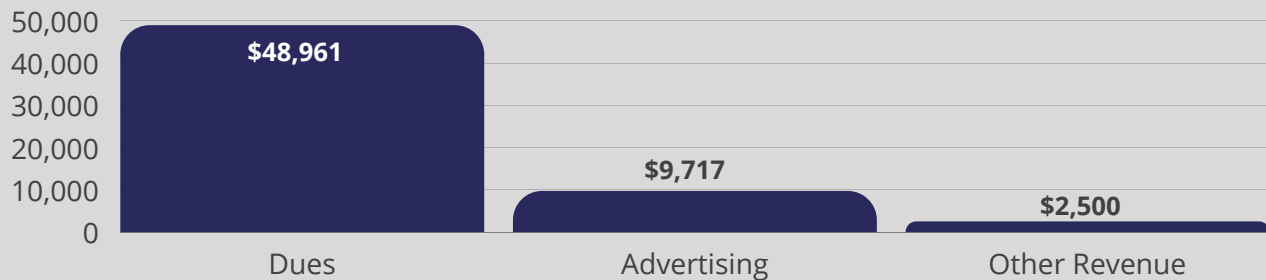
-25% ▼

VS. FY22

198% ▲

VS. FY21

FYTD Revenue by Category



### UPCOMING PARTNER EVENTS

- ACE Training scheduled for September 15, 2022.
- ACE Training scheduled for November 10, 2022.

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## AUGUST AT-A-GLANCE

3

TRAVEL ARTICLES  
GENERATED

57.6M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$192K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

AFAR  
BP Score: 99

AFAR

### The Best Food Neighborhoods in the U.S.

A visit to each link at the culinary scenes that keep us coming back for more.

Facebook Twitter LinkedIn



AFAR



South Valley Bares in Albuquerque, New Mexico

## FEATURED MEDIA EFFORTS\*

8/1: Travel: New Mexico enchants with balloons, chiles and a 'Breaking Bad' tour - East Bay Times

8/1: Fun Under the ABQ Sun (WalletHub recreation ranking) - Albuquerque the Magazine

8/5: Explore the Duke City with Visit Albuquerque - KRQE and New Mexico Living

8/8: Let's Ride, Albuquerque (USA Cycling) - Albuquerque Journal

8/11: Local Girl Medals in BMX Racing World Championships - The Paper

8/19: The 10 Best U.S. Cities to Visit for Wine Lovers - Best Life

8/30: The Best Food Neighborhoods in the U.S. - AFAR

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

8/5: "Don't Miss Rodeos, Concerts and More at the NM State Fair"

114,783  
LEISURE CONTACTS

OPEN RATE

24%

CLICK-TO-OPEN RATE

6%

8/25 "Don't Miss the Fun at the New Mexico State Fair"

3,262  
LOCAL CONTACTS

27%

4%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM



137,195



59,239



47,570



20,412\*

\*Started reporting Feb. 2022

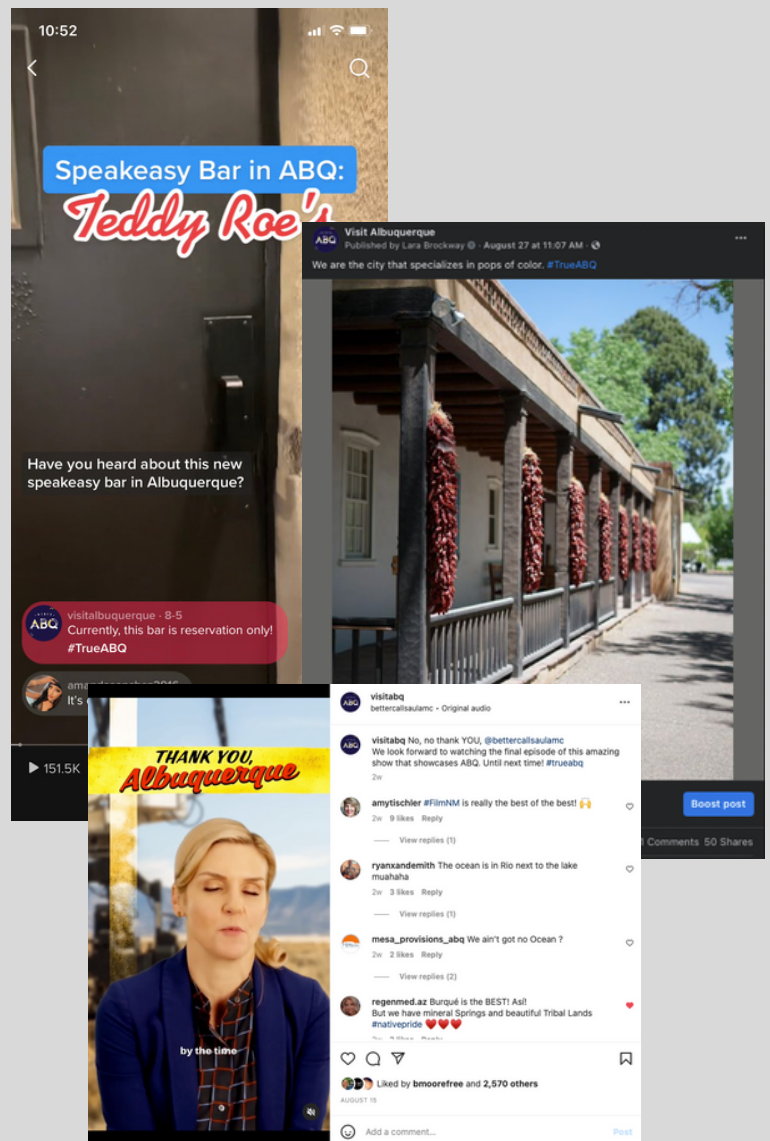
103,583

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

149

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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# AUGUST COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

**8** Tania Armenta attended the New Mexico Hospitality Association Board Retreat.

**9** Brenna Moore hosted Kim Croisant of TravelAwaits for a media tour.

**10** Visit Albuquerque board and staff leadership attended Economic FORUM for a panel discussion by Dr. Nils Rosenbaum and Detective Ben Melendrez, Albuquerque Police Department Crisis Intervention Team (CIT) and Kimberly McManus, University of New Mexico CIT-ECHO Project Coordinator.

- 12**
- Visit Albuquerque staff attended Turquoise United Gem Expo & Symposium.
  - Tania Armenta attended an ASM Global Meeting.

**20** Tania Armenta attended the University of New Mexico Cherry & Silver Gala.

**24** Visit Albuquerque board and staff leadership attended Economic FORUM for a presentation of the 50th Anniversary of the Albuquerque International Balloon Fiesta Panel moderated by Tom Garrity.

- 25**
- Tania Armenta attended the New Mexico Hospitality Association Executive Committee Meeting.
  - Visit Albuquerque staff leadership presented at the Lodgers' Tax Advisory Board Meeting.
  - Visit Albuquerque staff leadership attended the 2022 Mayor's Ball.

## Events Hosted by Visit Albuquerque

8/2: Visit Albuquerque Board of Directors Meeting

8/3: Albuquerque Tourism Marketing District Governance Committee Meeting

8/23: Visit Albuquerque Executive Committee Meeting

8/23: Visit Albuquerque Fourth Quarter Sales File Audit