

# August 2023 Destination Dashboard

## LODGERS' TAX COLLECTIONS

▲ 1%

VS. JULY 2022

▲ 12%

VS. JULY 2021

▲ 1%

VS. FYTD 23

▲ 12%

VS. FYTD 22

## AVERAGE HOTEL OCCUPANCY

▲ 3%

VS. JULY 2022

▼ -7%

VS. JULY 2021

▲ <1%

VS. CYTD 2022

▲ 7%

VS. CYTD 2021

## AVERAGE DAILY RATE

▲ 3%

VS. JULY 2022

▲ 14%

VS. JULY 2021

▲ 6%

VS. CYTD 2022

▲ 37%

VS. CYTD 2021

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 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

70%

COMP. SET AVERAGE

67%

U.S. AVERAGE

69%

0 25 50 75

Source: STR, Inc.

## JULY 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$112.98

COMP. SET AVERAGE

\$134.49

U.S. AVERAGE

\$160.31

\$0 \$50 \$100 \$150 \$200

Source: STR, Inc.

# August 2023 Destination Dashboard

## JULY 2023 - SUNPORT AIRLINE METRICS

**487,632**

**TOTAL PASSENGERS**

▲ **13%**

VS. JULY 2022  
TOTAL PASSENGERS

▲ **29%**

VS. JULY 2021  
TOTAL PASSENGERS



TOTAL JULY  
**DEPLANED** PASSENGERS

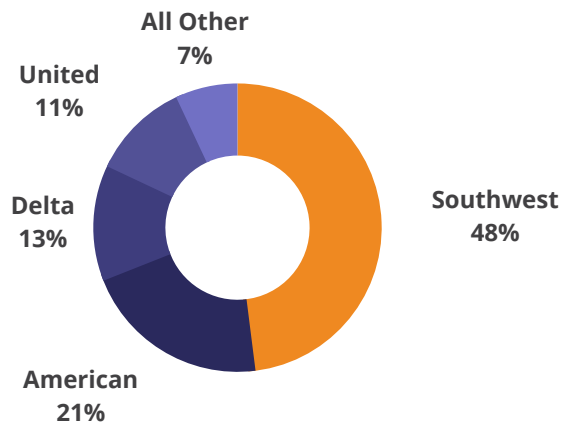
**245,658**

TOTAL JULY  
**ENPLANED** PASSENGERS

**241,974**



## AIRLINES BY % OF MARKET SHARE



## 5-YR FYTD TOTAL PASSENGERS

FY20 **515,752**

FY21 **111,453**

FY22 **377,306**

FY23 **431,894**

FY24 **487,630**

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**47,100**

**TOTAL JULY 2023 LEISURE & HOSPITALITY EMPLOYMENT**

▲ **4%**

VS. JULY 2022

▲ **13%**

VS. JULY 2021

**45.9K**  
JULY 2019

**34K**  
JULY 2020

**41.5K**  
JULY 2021

**45.4K**  
JULY 2022

**47.1K**  
JULY 2023

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# August 2023 Destination Dashboard

AUGUST BUSINESS OCCURRING	AUG '23	AUG '22	% CHANGE VS. AUG '22	% CHANGE VS. AUG '21
# OF MEETINGS/EVENTS	16	15	7%▲	-50%▼
ROOM NIGHTS	5,147	6,397	-20%▼	-70%▼
ATTENDANCE	13,214	6,027	119%▲	-41%▼
DIRECT SPEND	\$2,666,998	\$2,560,360	4%▲	-62%▼

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	1	2	100%▲	-67%▼
ROOM NIGHTS	1,918	3,132	100%▲	-73%▼
ATTENDANCE	900	4,306	100%▲	-69%▼
DIRECT SPEND	\$1,102,273	\$1,763,344	100%▲	-66%▼

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	11	29	-19%▼	-17%▼
ROOM NIGHTS	2,214	5,148	-57%▼	-48%▼
ATTENDANCE	6,539	17,385	18%▲	41%▲
DIRECT SPEND	\$1,221,243	\$2,661,388	-58%▼	-31%▼

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	20	5,033	
	SPORTING EVENTS	ROOM NIGHTS	
	19,519	\$2.5M	
	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 2023 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	31	36	-14% ▼	41	-24% ▼
FUTURE ROOM NIGHTS BOOKED	8,280	11,898	-30% ▼	21,614	-62% ▼
FUTURE ATTENDANCE BOOKED	21,691	14,706	47% ▲	26,239	-17% ▼
FUTURE DIRECT SPEND	\$4,424,731	\$6,369,129	-31% ▼	\$9,000,427	-51% ▼

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS**	643,363,674	81,531,356	689% ▲	136,632,133	339% ▲
WEBSITE USER SESSIONS	430,510	387,394	10% ▲	391,538	9% ▲
SOCIAL MEDIA FOLLOWERS	301,196	266,838	13% ▲	223,158	35% ▲
VISITOR GUIDE FULFILLMENT	3,419	3,610	-5% ▼	4,135	-17% ▼
VISITOR CENTER TRAFFIC	7,754	7,093	9% ▲	8,824	-12% ▼
EARNED MEDIA TRAVEL ARTICLES <sup>†</sup>	26	12	117% ▲	6	333% ▲
EARNED MEDIA CIRCULATION REACH	59,555,111	68,124,140	-13% ▼	5,909,088	908% ▲
EARNED MEDIA PUBLICITY VALUE	\$600,262	\$289,234	108% ▲	\$63,746	842% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	8	4	100%	4	100%
MARKETING	8	4	100%	1	700%

### ACE TRAINEES

53

FYTD

14

FY 23

0

FY 22

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

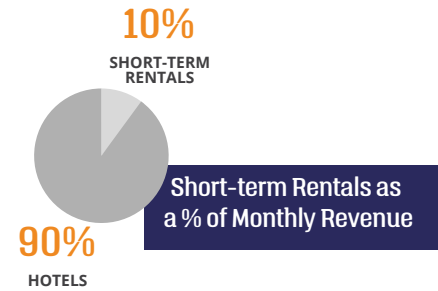
\*\*FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

<sup>†</sup>Does not include local coverage or syndications/additional pickups.

# August 2023 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Jul. '23	Jul. '22	
		TOTAL	% CHG
TOTAL REVENUE	\$1,658,673	\$1,634,839	1% ▲
SHORT-TERM RENTALS (STR)**	\$166,995	\$129,980	28% ▲
REVENUE MINUS STR	\$1,491,678	\$1,504,859	-1% ▼

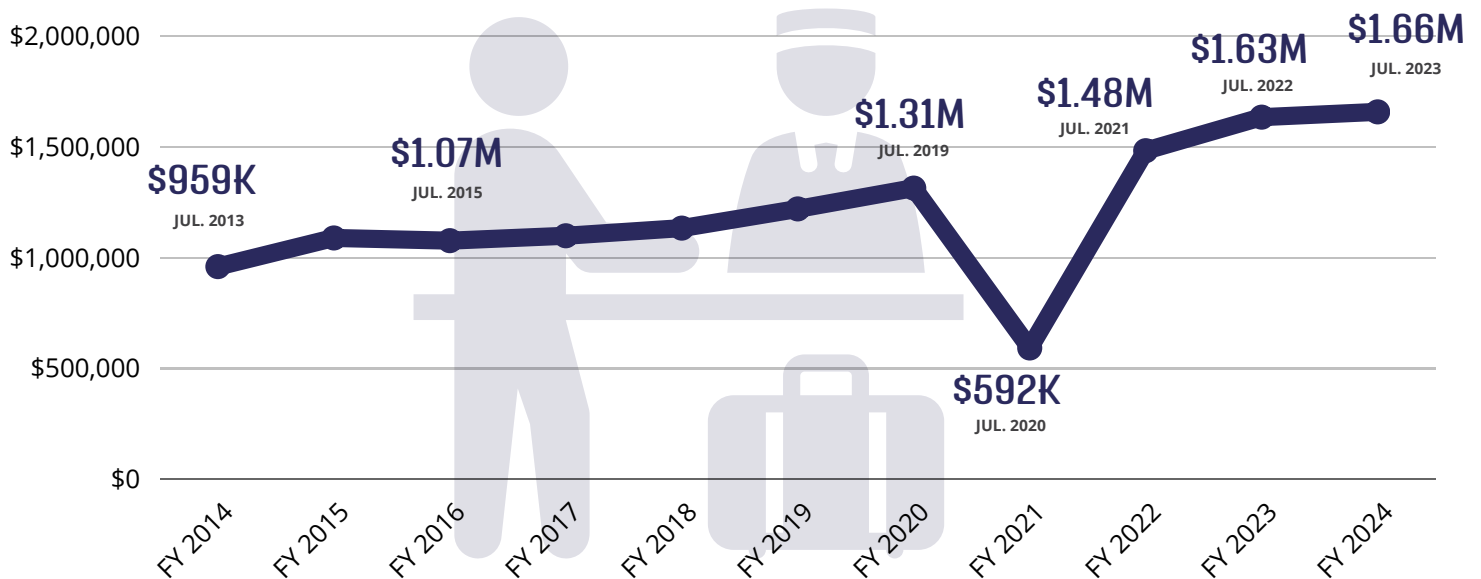


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 23		FYTD vs. FYTD 22	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$1,658,679	\$1,634,839	1% ▲	\$1,483,314	12% ▲
SHORT-TERM RENTALS (STR)**	\$166,995	\$129,980	28% ▲	\$101,218	65% ▲
REVENUE MINUS STR	\$1,491,678	\$1,504,859	-1% ▼	\$1,382,096	8% ▲

\*Value rounded up to nearest dollar.

\*\* Includes Airbnb, VRBO/Home Away, and short-term rentals collections.

## LODGERS' TAX FYTD HISTORY: FY 2014 - FY 2024



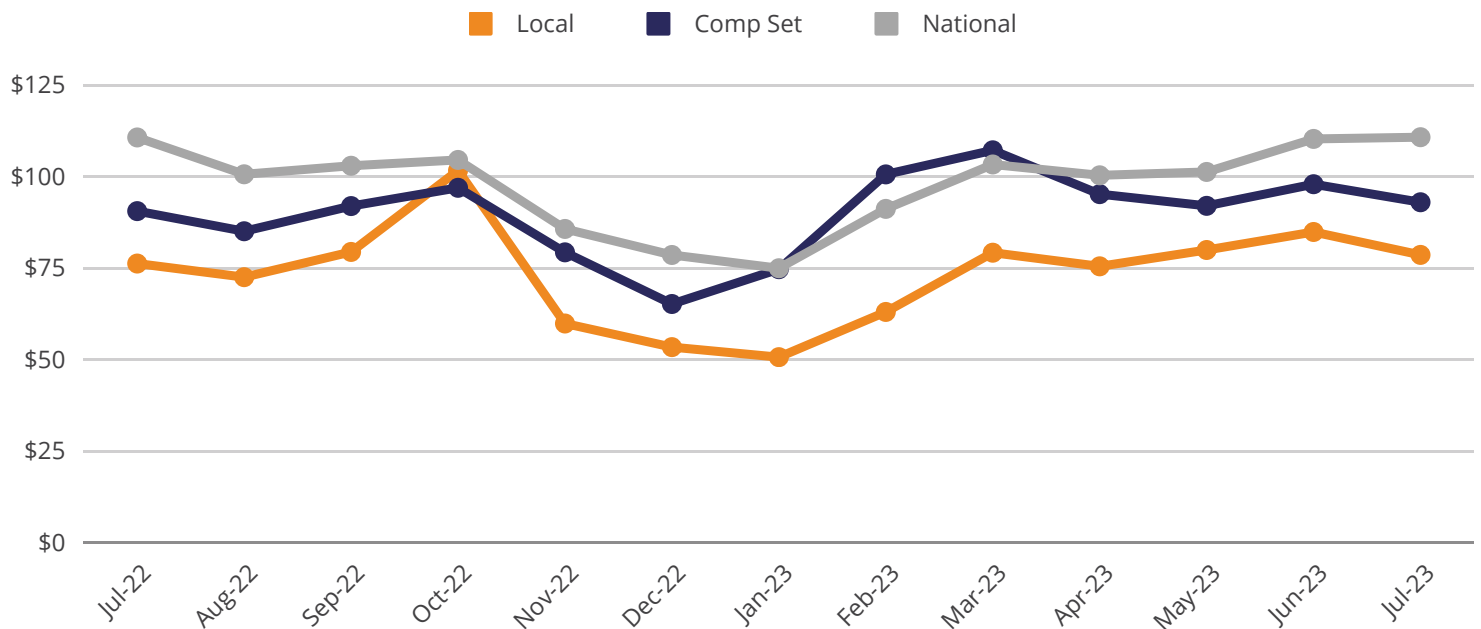


# STR, INC. LODGING INDUSTRY REPORT - JULY 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	<1% ▲	\$111.30	6% ▲	\$73.16	6% ▲
COMP SET*	66%	3% ▲	\$141.16	6% ▲	\$94.13	9% ▲
UNITED STATES	64%	2% ▼	\$155.41	5% ▲	\$99.13	7% ▲

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

## REVPAR: JULY 2022 - JULY 2023



## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	52%	7% ▲	\$159.62	6% ▲	\$82.93	14% ▲
UPTOWN	67%	13% ▲	\$131.29	6% ▲	\$87.31	20% ▲
AIRPORT	70%	5% ▲	\$115.50	4% ▲	\$81.76	10% ▲
NORTH I-25 CORRIDOR	67%	12% ▲	\$134.09	6% ▲	\$89.91	18% ▲

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

Source: STR, Inc.

# SALES, SERVICES & SPORTS - AUGUST 2023

14

MONTH'S TOTAL  
EVENT BOOKINGS

\$3.5M

ESTIMATED DIRECT  
SPEND GENERATED

6,356

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

31

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▼ -14%

FYTD VS. FYTD 22

▼ -24%

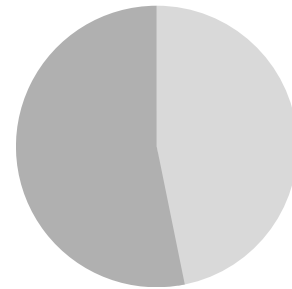
FYTD VS. FYTD 21

53%

SPORTING  
EVENTS

47%

MEETINGS &  
CONVENTIONS



MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### AUGUST:

- 5-9: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - ATLANTA, GA
- 19-22: ESTO - SAVANNAH, GA
- 22-24: CONNECT MARKETPLACE - MINNEAPOLIS, MN



### SEPTEMBER:

- 2-4: LABOR DAY LIFTOFF - COLORADO SPRINGS, CO
- 7-9: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL CONVENTION - ALBUQUERQUE, NM
- 27: VISIT ALBUQUERQUE ANNUAL MEETING - ALBUQUERQUE, NM

### OCTOBER:

- 2-6: TEAMS CONFERENCE & EXPO - WEST PALM BEACH, FL
- 17-19: IMEX AMERICA- LAS VEGAS, NV
- 23-25: OUTDOOR ECONOMICS CONFERENCE - SANTA FE, NM
- 25-27: GREATER WESTERN TRAVEL & TOURISM RESEARCH ASSOCIATION CONFERENCE - SONOMA, CA

. V I S I T .  
**ALBUQUERQUE**

CHANGE YOUR PERSPECTIVE

# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

15

TOTAL LOST  
EVENTS

6,552

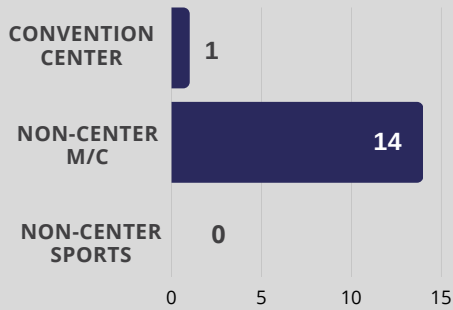
LOST ROOM  
NIGHTS

3,248

LOST ATTENDEES

\$2.8M

LOST EST. DIRECT  
SPEND

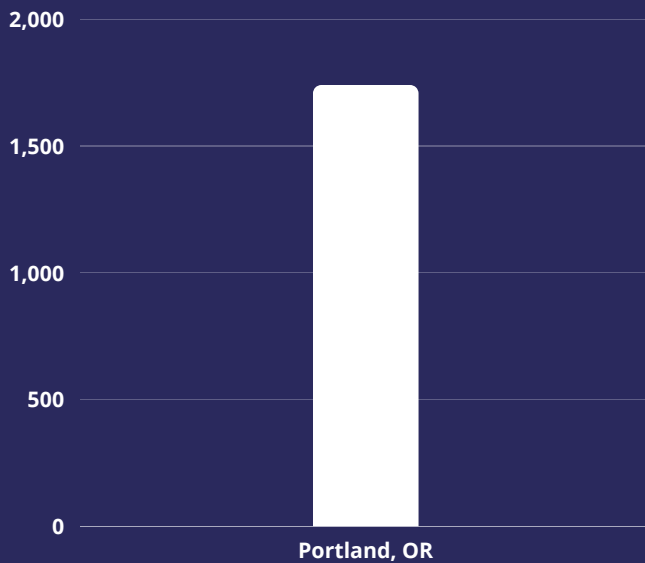


### Top 4 Lost Business Reasons FYTD

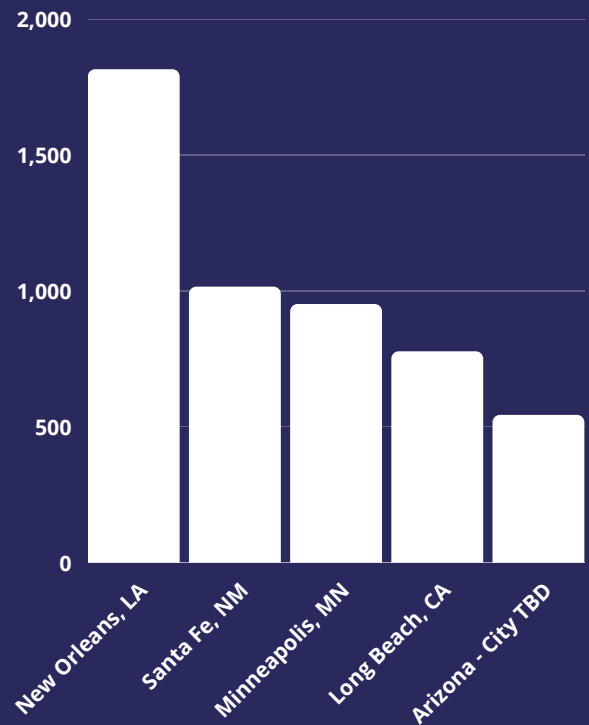
% of Room Nights Lost

Other Location(s) Preferred	72%
Dates/Space Availability	20%
Unable to Submit RFP Response	5%
ABQ Area Selected	3%

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



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



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE



# PARTNER DEVELOPMENT - AUGUST 2023

601

FYTD PARTNERSHIP

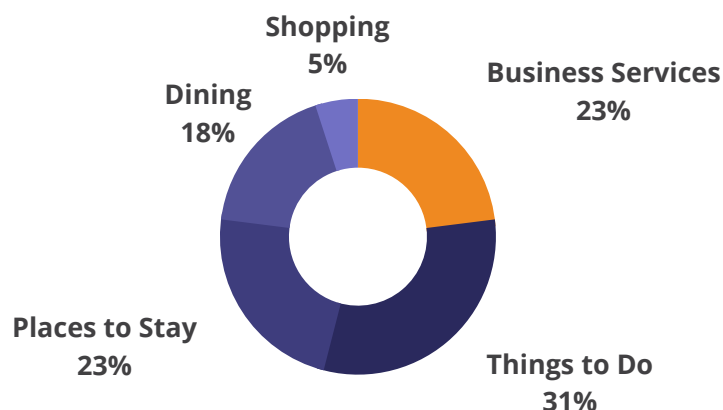
-15%▼

VS. FY23

-3%▼

VS. FY22

## ACTIVE PARTNERS BY CATEGORY



## FYTD PARTNER REVENUE OVERVIEW

\$71,245

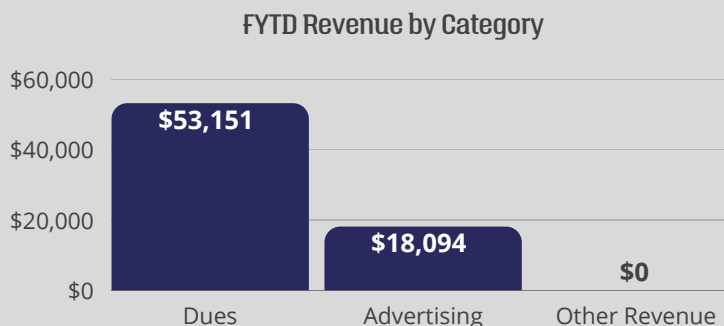
FYTD REVENUE

36%▲

VS. FY23

-13%▲

VS. FY22



## AUG. PARTNER EVENTS

ACE Training at National Hispanic Cultural Center

38  
ATTENDEES

New Partner Orientation at Visit Albuquerque

5  
ATTENDEES

## NEW PARTNER CORNER:

- Sage Works Organics
- The Fine Law Firm
- Mel & Mike Photography
- Legendary Limo Service
- SpiritFly Expeditions

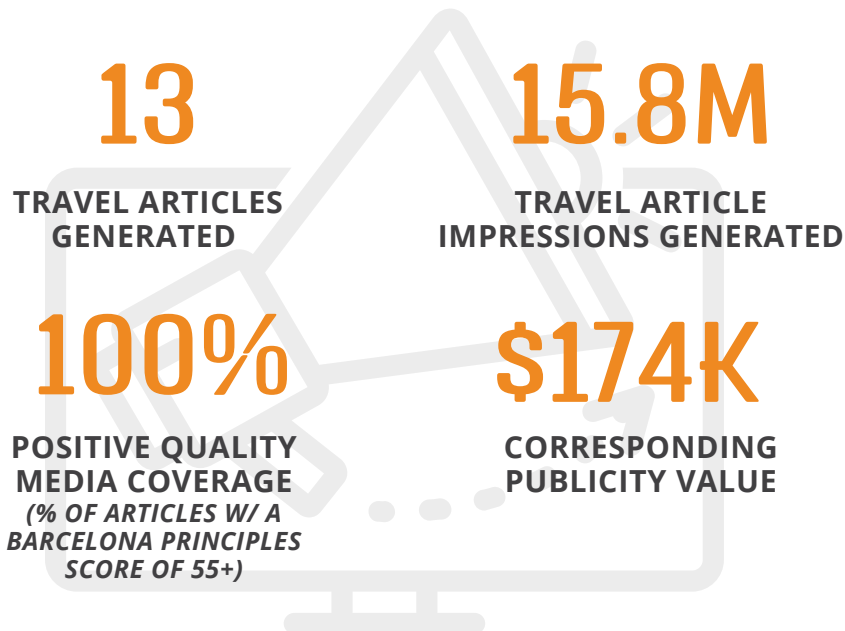


## UPCOMING PARTNER EVENTS

- New Partner Orientation, September 20, 2023, at Visit Albuquerque.
- Visit Albuquerque Annual Meeting, September 27, 2023, at the Albuquerque Convention Center.

# MARKETING, COMMUNICATIONS & TOURISM

## AUGUST AT-A-GLANCE



## FEATURED ARTICLE

Our Town- BP Score: 111



## FEATURED MEDIA EFFORTS\*

8/1: A Roadtrip to Albuquerque Is as Fragrant as It Is Beautiful - Thrillist

8/2: With "Oppenheimer" a Breakout Summer Flick, It's a Great Time to Visit New Mexico - Our Town

8/4: Tourism organizations receive thousands from the New Mexico Tourism Department - KRQE

8/4: Visit Albuquerque highlights fun August events - KRQE

8/7: Tantalizing dining in Albuquerque, New Mexico - A Luxury Travel Blog

8/10: 8 best foodie trails in the US - The Points Guy

8/13: 18 Fun and Frugal Fall Getaway Ideas - TravelPulse

8/17: NASA will be at 2023 Balloon Fiesta during annular solar eclipse - KRQE

8/19: Unique New Mexico activities in Albuquerque - A Luxury Travel Blog

8/28: 14 Best Fall Festivals in the United States - Trips To Discover - Trips To Discover

8/30: This Year's Hot Air Balloon Festival in Albuquerque Coincides with a Solar Eclipse - AFAR

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

08/11: "Spend Labor Day Weekend in Albuquerque"

112,248  
LEISURE CONTACTS

OPEN RATE

35%

CLICK-TO-OPEN RATE

4%

08/25: "Celebrate Labor Day Weekend in Albuquerque"

3,246  
LOCAL CONTACTS

42%

12%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM



133,085



64,518



34,864



68,729\*

\*All other social media platform include, Twitter/X, LinkedIn, YouTube, and Threads.

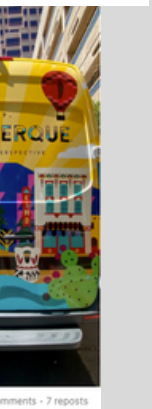
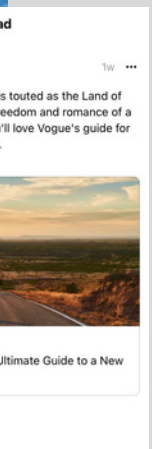
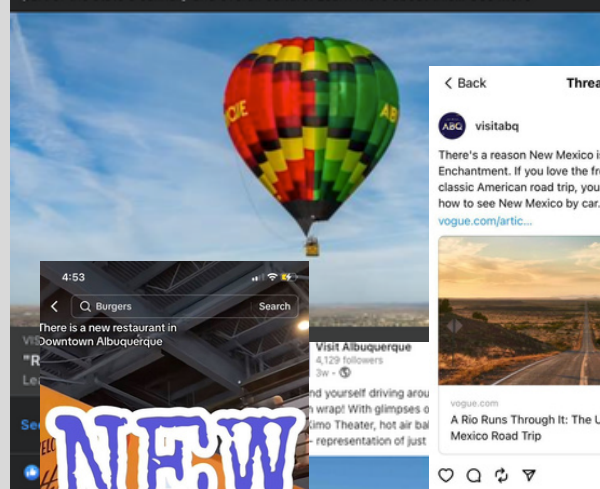
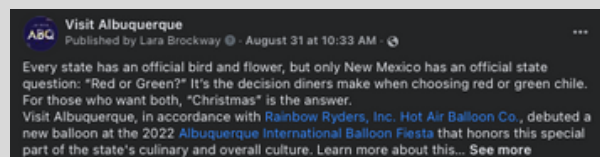
66,403

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

92

TOTAL SOCIAL MEDIA POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



. v i s i t .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS - AUGUST

8/2-5: Brenna Moore attended a Leadership New Mexico meeting in Los Alamos as a member of the 2023/2024 Connect New Mexico cohort.

8/8: Deepesh Kholwadwala, Mike Canfield and Tania Armenta attended the Business Issues Council Luncheon.

8/11-12: Visit Albuquerque staff provided support for the Turquoise United Gem Expo & Symposium held at the Albuquerque Convention Center.

8/15: Liz Burnam participated in a Project Heart Start CPR Training with Visit Albuquerque volunteers.

8/17: Visit Albuquerque staff attended the GAHLA Luncheon featuring Terry Brunner, Director of the City's Metropolitan Redevelopment Agency.

8/17: Visit Albuquerque debuted new Mobile Visitors Center van.

8/21-22: Ceela McElveny attended the New Mexico Hospitality Association's Board Retreat.

8/24: Tania Armenta attended the Lodgers' Tax Advisory Board Meeting.

8/25: Visit ABQ staff attended "Absolutely Albuquerque" premiere at the KiMo Theatre.

8/28-9/6: Ceela McElveny and Rachelle Diaz were on location for filming of new commercials for Visit Albuquerque.

8/31: Tania Armenta, Scott Craighead, Alisha Zierden, and Chelsea Canon attended the 2023 Mayor's Ball.



## Events Hosted by Visit Albuquerque

8/8: Albuquerque Tourism Marketing District Governance Committee Meeting

8/15: Visit Albuquerque Executive Committee Meeting

8/15: Visit Albuquerque 4th Quarter Sales File Audit

8/16: Partner Orientation