

DESTINATION DASHBOARD

DECEMBER 2018

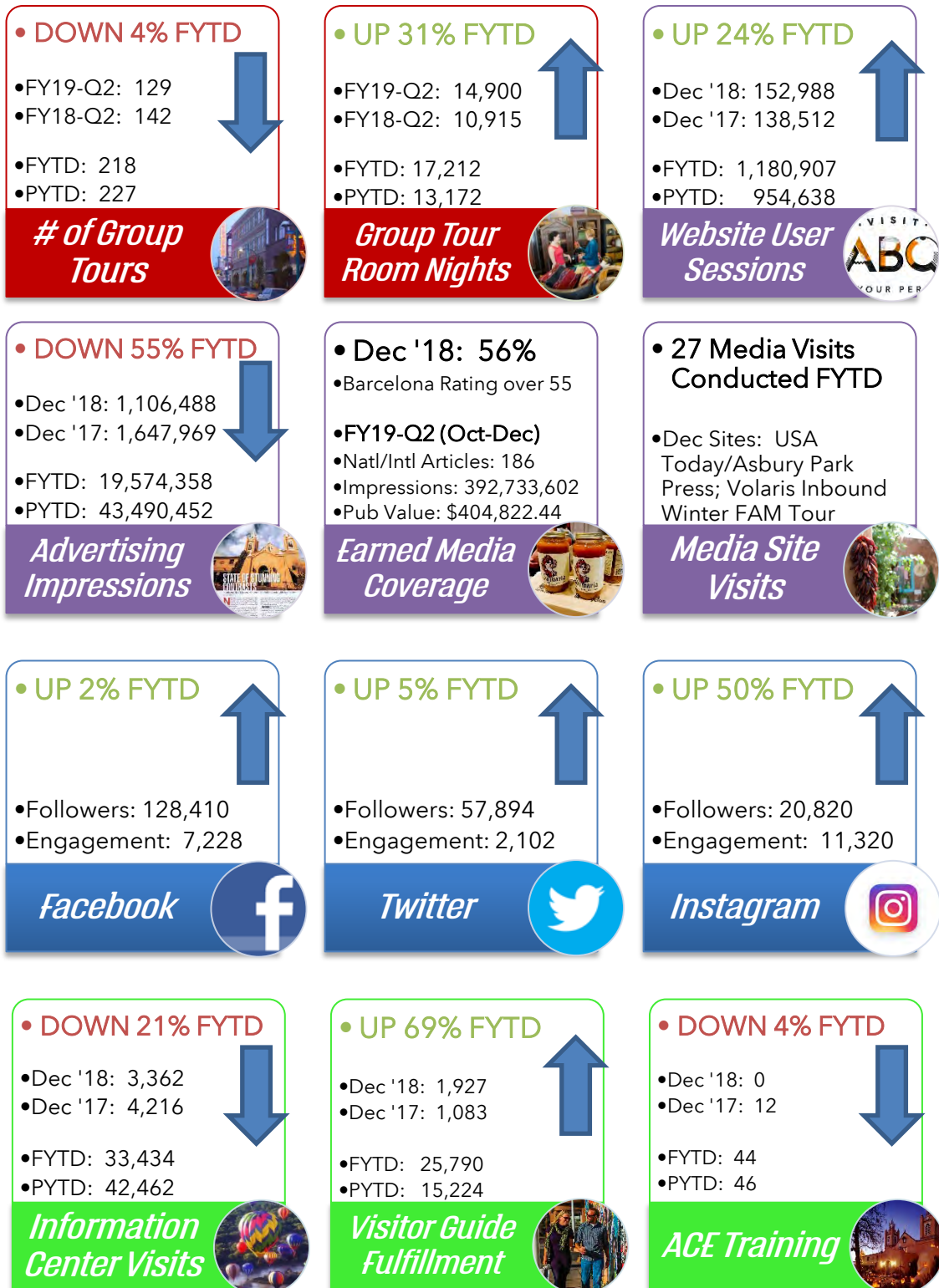
Fiscal Year July 1 – June 30



DESTINATION DASHBOARD

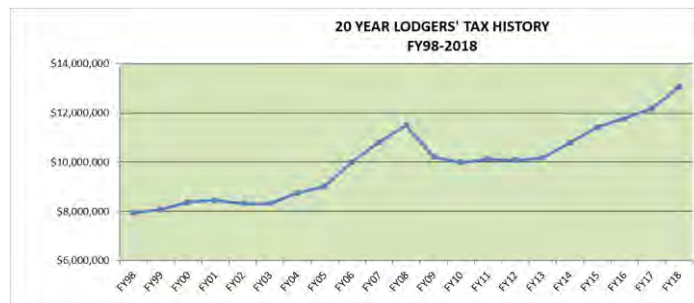
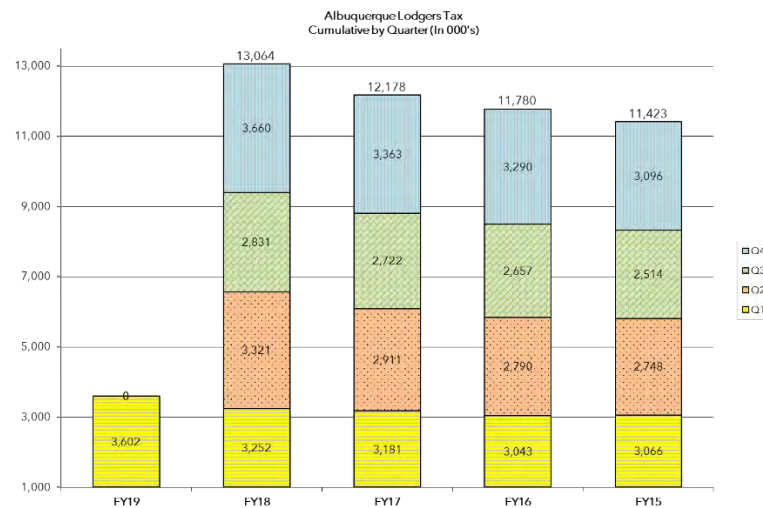
DECEMBER 2018

Fiscal Year July 1 – June 30



PRESIDENT'S REPORT DECEMBER 2018

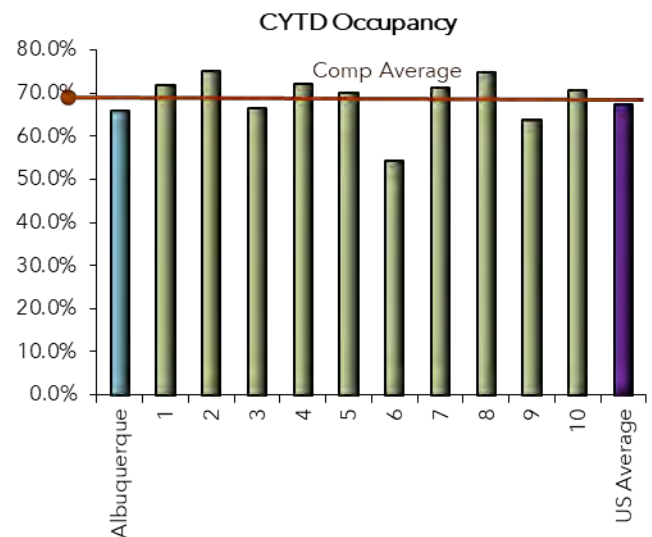
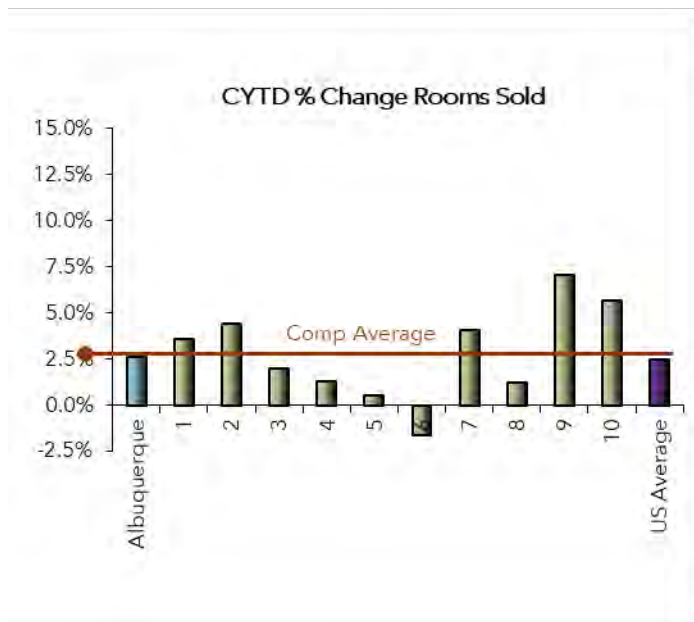
5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Oct '18	Oct '17	% Ch from Oct '17	FYTD	PYTD	FY % Ch
\$1,619,363.84	\$1,550,614.76	4.4%	\$5,098,097.49	\$4,757,323.47	7.2%
Monthly Comparison Airbnb					
Oct '18	Oct '17	% Ch from Oct '17	FYTD	PYTD	FY % Ch
\$37,068.96	\$0.00	100.0%	\$150,212.89	\$0.00	100.0%
Monthly Comparison Total Revenue excluding Airbnb					
Oct '18	Oct '17	% Ch from Oct '17	FYTD	PYTD	FY % Ch
\$1,624,166.72	\$1,556,566.34	4.3%	\$5,113,319.02	\$4,808,616.87	6.3%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Oct '18	Oct '17	% Ch from Oct '17	FYTD	PYTD	FY % Ch
\$1,661,235.68	\$1,556,566.34	6.7%	\$5,263,531.91	\$4,808,616.87	9.5%



SMITH TRAVEL RESEARCH

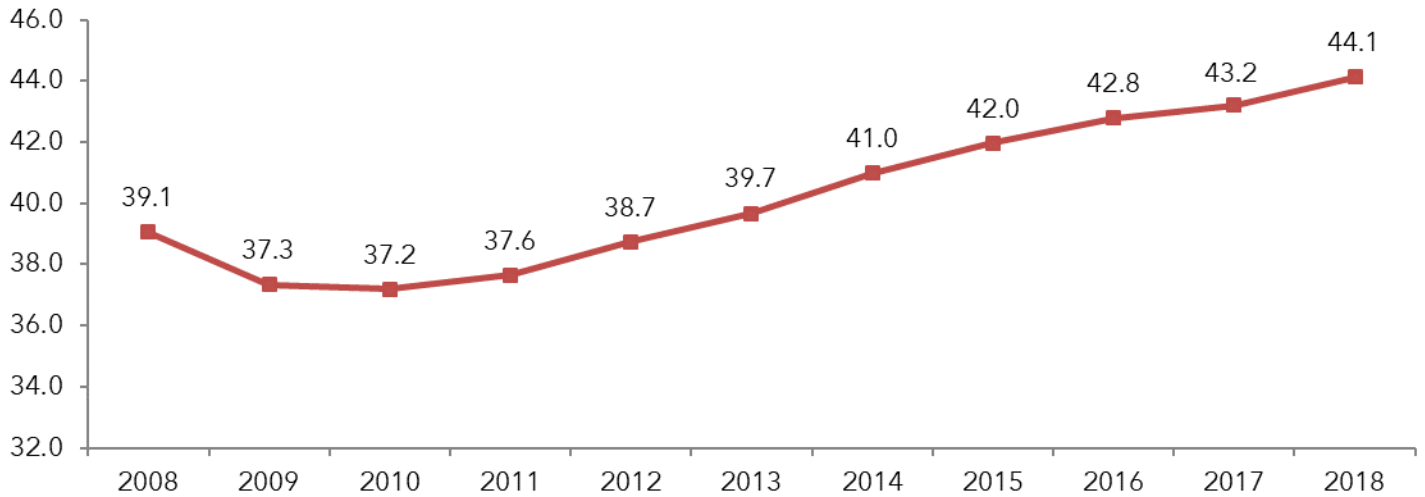
Lodging Industry Report												
November 2018							Calendar Year To Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	56.8%	1.2%	\$80.72	1.3%	2.5%	0.2%	66.0%	3.4%	\$84.93	2.6%	6.0%	2.6%
Markets												
1	68.4%	-0.9%	\$136.62	1.2%	0.3%	3.4%	71.7%	-2.0%	\$142.70	1.3%	-0.8%	3.6%
2	63.1%	-1.3%	\$119.61	-4.3%	-5.5%	1.9%	75.0%	-0.1%	\$133.30	0.3%	0.1%	4.4%
3	66.6%	6.2%	\$108.61	4.5%	10.9%	4.5%	66.4%	3.3%	\$112.01	4.4%	7.9%	2.0%
4	57.5%	-2.7%	\$99.79	-1.1%	-3.8%	-0.7%	72.2%	-0.9%	\$111.74	1.9%	1.0%	1.3%
5	67.3%	2.3%	\$98.23	-5.7%	-3.5%	2.0%	69.9%	1.0%	\$94.31	1.0%	2.0%	0.5%
6	51.1%	-1.0%	\$79.09	-2.6%	-3.6%	-0.3%	54.4%	-3.3%	\$82.08	-0.3%	-3.6%	-1.6%
7	66.9%	1.7%	\$108.84	0.3%	2.0%	4.5%	71.1%	0.7%	\$110.69	0.7%	1.4%	4.1%
8	66.7%	-0.6%	\$124.50	0.0%	-0.6%	3.1%	74.8%	-1.4%	\$138.31	0.6%	-0.9%	1.2%
9	60.7%	-1.6%	\$82.58	-0.1%	-1.7%	5.8%	63.9%	1.0%	\$84.23	1.7%	2.7%	7.1%
10	71.5%	2.5%	\$130.49	4.4%	7.0%	4.0%	70.6%	3.1%	\$131.35	2.3%	5.4%	5.7%
Comp Average	63.3%	0.5%	\$106.28	-0.2%	0.4%	2.6%	68.7%	0.4%	\$111.42	1.5%	1.9%	2.8%
US Average	61.7%	0.4%	\$124.22	1.2%	1.6%	2.5%	67.3%	0.5%	\$130.23	2.5%	3.0%	2.5%

Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	63.7%	5.4%	\$120.58	-3.0%	2.3%	5.4%	71.5%	2.9%	\$122.68	0.3%	3.2%	2.9%
Uptown	59.9%	-1.4%	\$101.16	0.0%	-1.4%	-1.4%	70.7%	5.2%	\$104.00	0.1%	5.4%	5.3%
Airport	69.4%	0.7%	\$92.19	4.7%	5.5%	0.7%	79.0%	0.3%	\$92.25	4.3%	4.6%	0.3%
N Corridor	53.7%	-9.6%	\$101.87	4.3%	-5.7%	-9.6%	66.2%	-4.4%	\$103.96	2.9%	-1.6%	-4.4%



Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January - November (In Thousands)

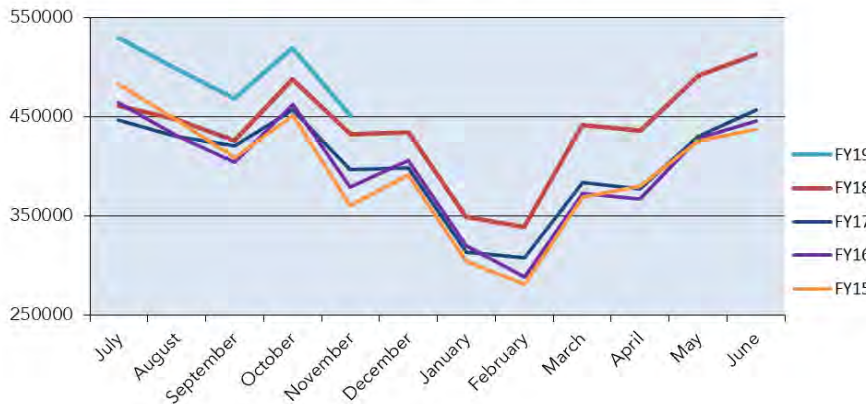


Source: Bureau of Labor Statistics

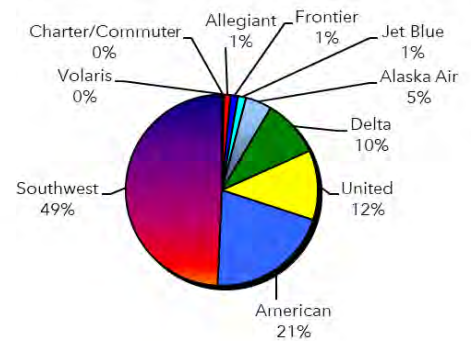
Albuquerque International Sunport Activity

Aviation Passengers						
	Nov '18	Nov '17	% Ch from Nov '17	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	226,804	216,224	4.9%	1,233,483	1,128,003	9.4%
Total Deplaned Passengers	223,982	216,077	3.7%	1,233,354	1,126,579	9.5%
Total All Passengers	450,786	432,301	4.3%	2,466,837	2,254,582	9.4%

Total Passengers by Fiscal Year

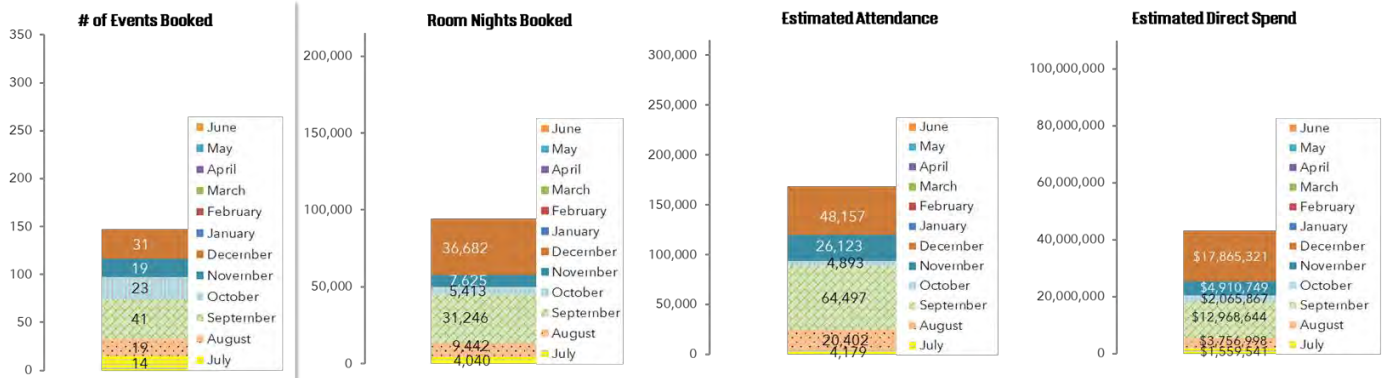


November 2018 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

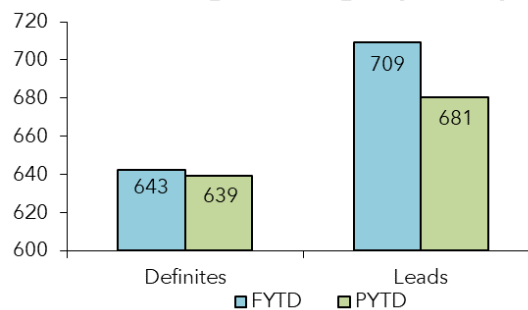


December					FYTD			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	31	36,682	48,157	\$17,865,321	147	94,448	168,251	\$43,127,120
New Citywides	7	17,081	20,424	\$9,020,828	13	24,793	38,006	\$12,040,167
Total Citywides	11	31,978	39,294	\$15,712,028	27	60,957	106,008	\$27,443,808
Total Non-Citywides	20	4,704	8,863	\$2,153,293	120	33,491	62,243	\$15,683,312

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	18	6,845	5,495	\$3,838,544	74	22,251	33,722	\$11,657,411
New Citywides	2	5,075	2,400	\$3,024,517	2	5,075	2,400	\$3,024,517
Total Citywides	2	5,075	2,400	\$3,024,517	2	5,075	2,400	\$3,024,517
Non-Citywides	16	1,770	3,095	\$814,027	72	17,176	31,322	\$8,632,894

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	13	29,837	42,662	\$14,026,777	73	72,197	134,529	\$31,469,709
New Citywides	5	12,006	18,024	\$5,996,311	11	19,718	35,606	\$9,015,650
Total Citywides	9	26,903	36,894	\$12,687,511	25	55,882	103,608	\$24,419,291
Non-Citywides	4	2,934	5,768	\$1,339,266	48	16,315	30,921	\$7,050,418

Average Room Nights per Group

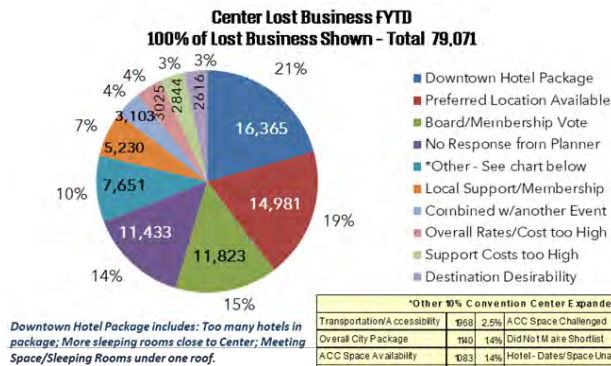


Current Tentatives							
Room Nights			We are projecting to turn the following room nights in:				
			Jan	Feb	Mar	% of Total	
Center M/C		58,238	11,603	5,382	670	30.3%	
Center Sports		1,898	0	0	0	0.0%	
NC Mtgs/Conv		36,081	5,302	190	0	15.2%	
NC Sports		15,805	3,664	2,827	0	41.1%	
Total		112,022	20,569	8,399	670	26.5%	

CONVENTION SALES, SERVICES & SPORTS

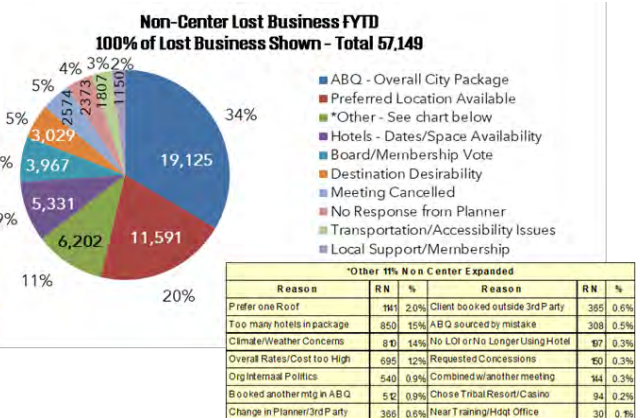


Meetings Lead Production						
	Dec '18	Dec '17	% Ch	FYTD	PYTD	% Ch
Number of Leads	35	49	-28.6%	282	281	0.4%
Total Potential Room Nights	35,000	41,172	-15.0%	200,007	191,263	4.6%
Total Attendance	33,639	50,188	-33.0%	226,312	198,147	14.2%



***Other 10% Convention Center Expanded**

Reason	RN	%	Reason	RN	%
Transportation/Accessibility	168	2.5%	ACC Space Challenged	1074	14%
Overall City Package	160	14%	Did Not Make Shortlist	705	9.3%
ACC Space Availability	1083	14%	Hotel - Dates/Space Unavailable	800	9.8%
Meeting/Event Cancelled	1081	14%			



***Other 11% Non Center Expanded**

Reason	RN	%	Reason	RN	%
Prefer one Roof	161	2.9%	Client booked outside 3rd Party	365	0.6%
Too many hotels in package	850	15%	ABQ sourced by mistake	308	0.5%
Climate/Weather Concerns	80	1.4%	No LOI or No Longer Using Hotel	97	0.3%
Overall Rates/Cost too High	695	12%	Requested Concessions	160	0.3%
Org Internal Politics	540	9.9%	Combined w/another meeting	144	0.3%
Booked another mtg in ABQ	50	0.9%	Chose Tribal Resort/Casino	94	0.2%
Change in Planner/3rd Party	366	6.5%	Near Training/Hdqtr Office	30	0.1%

Lost Business	December				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	21	15,070	9,826	\$7,425,532	147	136,220	80,203	\$65,469,626
Convention Center	5	5,491	4,100	\$3,620,136	41	79,071	39,622	\$40,450,374
Non-Center Mtgs/Conv	14	5,979	3,126	\$2,220,936	101	33,967	17,616	\$11,893,353
Non-Center Sports	2	3,600	2,600	\$1,584,460	5	23,182	22,965	\$13,125,899

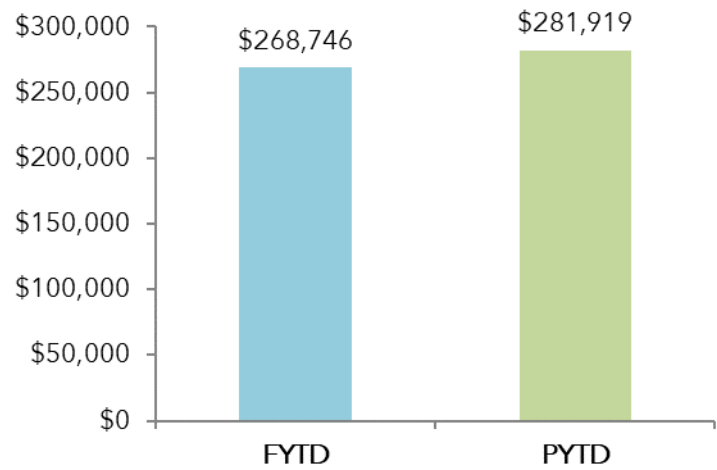
Top 5 Destinations Chosen over ABQ									
Convention Center			Non-Center Meetings/Conventions			Non-Center Sports			
December	FYTD		December	FYTD		December	FYTD		
Louisville, KY	1,968	Salt Lake City	12,055	Niagara Falls	949	San Diego	2,082	Phoenix	3,600
Portland	512	San Diego	5,967	Phoenix	799	Reno	1,945	Phoenix	3,600
		Colorado Springs	4,790	Denver	610	Salt Lake City	1,670		TBD
		Phoenix	4,116	Jacksonville, FL	535	Minneapolis	1,465		Event Cxl
To Be Determined	3,011	Long Beach, CA	3,820	Dallas	512	San Antonio	1,451		

Business Occurring						
	Dec '18	Dec '17	% Ch	FYTD	PYTD	% Ch
Number of Meetings	10	6	66.7%	160	140	14.3%
Room Nights	9,250	8,621	7.3%	88,541	67,570	31.0%
Attendance	11,386	9,253	23.1%	112,978	98,823	14.3%
Direct Spending	\$4,358,726	\$4,204,798	3.7%	\$36,009,026	\$29,835,259	20.7%

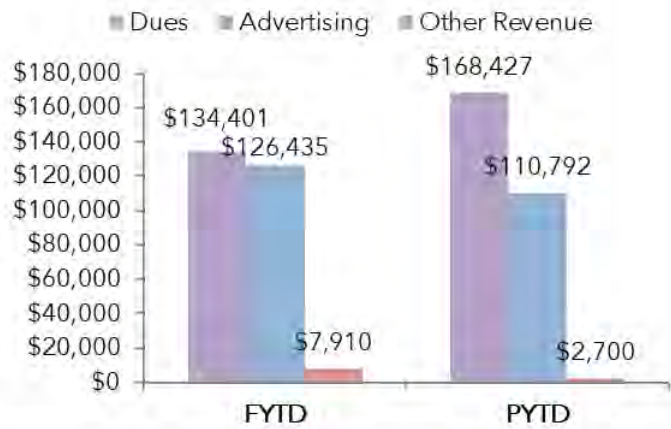
PARTNER DEVELOPMENT



Total Private Revenue



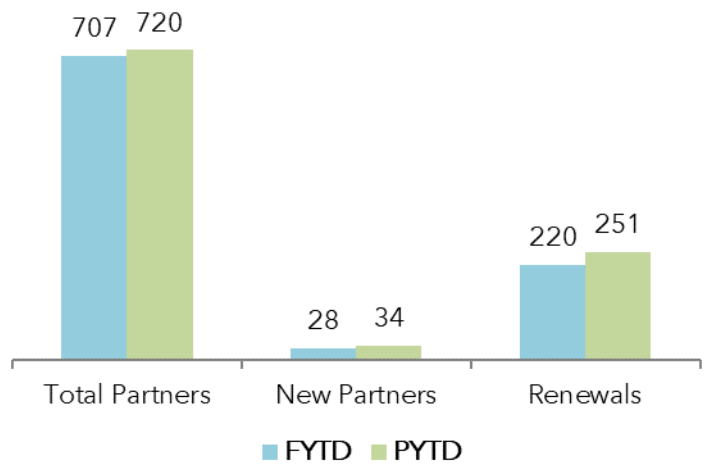
Private Revenue



In-Kind



Partners



December Visit Albuquerque Partner Events:

Dec 11: Quarterly Meeting/Holiday Party at Albuquerque Marriott Pyramid North, 305 attendees

Dec 19: Partner Orientation, 13 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING
IMPRESSIONS



YOY

-55%

FYTD

19,574,358

PYTD

43,490,452

December 2018

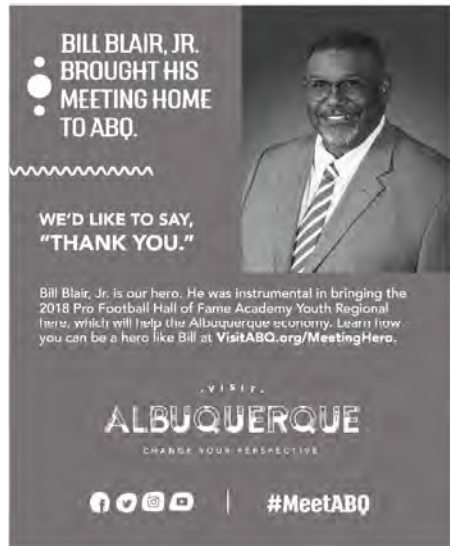
1,106,488

December 2017

1,647,969

Due to a strategy shift, our advertising buy in FY19 focused on media placements with fewer impressions with a higher value. An indication of the success of this shift is represented in a FYTD increase in post-activities of 21%. Post-activities are measures as a pre-determined action taken after viewing or clicking on an ad.

CONVENTION



Albuquerque Journal
Business Outlook

Est. Circulation
61,144

PROJECTS

Quarterly Meeting/ Holiday
Party

- Signage
- Program
- Banner
- Badges
- DRT Flyer

New Mexico Bowl

- Frame props
- Frame hashtag signs
- Airport welcome signs

2019 Visitors Guide

- Neighborhood maps

New Year's eCard



COLLATERAL/AD PRODUCTION

ACC Banner

Meeting Planner Guide Sales Sheet

BCCA ad

2019 Partner Decal

Hotel Slicks Update

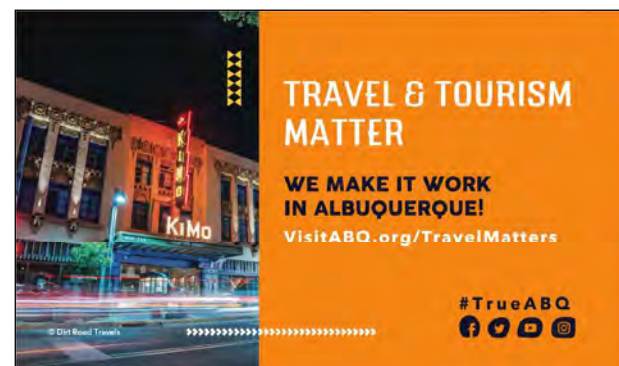
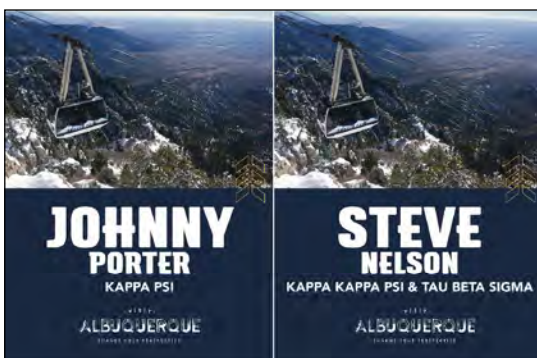
Business Cards

- New staff
- Travel Matters

Business Outlook

Business Outlook

PFEA FAM badges



MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER
SESSIONS



YOY

23.70%

FYTD

1,180,907

PYTD

954,638

December 2018

152,988

December 2017

138,512

WEBSITE UPDATES



Updated "Neighborhood Guide" Parent Page

- Organized blog categories to include ten main topics
- Updated homepage header video for launch of DRT Locals' Guide
- Updated Hispanic Visions microsite to include information on second phase of exhibit, trip planning information and more images
- Embedded new videos on breweries and wineries page; live music page; and Downtown, Old Town, Nob Hill and North Valley neighborhood pages
- Updated "Neighborhood Guide" parent page to include more images and updated layout to be more visual
- Updated all Hotel Slick PDF links
- Updated Skiing page with ski resort opening information as available
- Created a VG 2019 pre-order form and landing page for pre-orders

PPC ADVERTISING | MAIN CAMPAIGN

14,220

PHOTO REQUESTS

3

SOCIAL
IMPRESSIONS

FACEBOOK

TWITTER

INSTAGRAM

FOLLOWERS

128,410

ENGAGEMENT

7,228

FOLLOWERS

57,894

ENGAGEMENT

2,102

FOLLOWERS

20,820

ENGAGEMENT

11,320



TOTAL LIKES

128,410

128,391

128,433

10,394

10,174

10,082

NEW LIKES

19

0

436

220

162

162

ENGAGEMENT

7,228

5,974

54,158

1,217

803

2,142

ORGANIC

141,924

106,638

374,671

10,743

9,194

15,145

TOTAL POSTS

25

22

27

13

12

9



FOLLOWERS

57,894

57,835

58,029

3,716

3,649

3,622

NEW FOLLOWERS

59

0

393

39

28

27

ENGAGEMENT

2,102

851

2,704

112

79

152



FOLLOWERS

20,820

20,424

19,897

1,694

1,683

1,675

NEW FOLLOWERS

396

527

1,144

11

8

30

ENGAGEMENT

11,320

7,925

20,236

245

171

279



SUBSCRIBERS

631

240

371

20

OF VIDEOS

215

61

131

23

TOTAL VIEWS

544,464

191,942

280,355

72,167

NEW VIDEOS

1

0

1

0

VIEWS/mo.

11,944

227

8,485

3,232

E-MARKETING

@VisitABQ

ABQ 365 BLOG POSTS

SENT

OPEN

CLICK

THEME

DATE

12/5: "Plan your trip to Albuquerque for the New Mexico Bowl"

5,143

0.07

0.08

Winter

12/4

12/6: "Last chance to Register for Visit Albuquerque's Quarterly Meeting & Holiday Party!"

1,281

0.32

0.18

Events

12/6

12/8: "Albuquerque Adventures Inside and Out"

135,616

0.08

0.11

Local's Guide

12/11

12/11: "See you this afternoon for Visit Albuquerque's Quarterly Meeting & Holiday Party!"

312

0.58

0.04

Events

12/12

12/19: "Visit Albuquerque's December Industry Insider"

1,282

0.30

0.19

Events

12/19

12/20: "Winter Warm-Ups in Albuquerque!"

132,637

0.08

0.09

Events

12/27

12/28: "January 2019 Events in Albuquerque"

1,985

0.24

0.20

MARKETING, COMMUNICATIONS & TOURISM

PR/COMMUNICATIONS

MEDIA EFFORTS

LOCAL
MEDIA

REGIONAL
MEDIA

NATIONAL/
INT'L MEDIA

M&C TRADE
MEDIA

PITCHES

Winter Warm Up FAM (Short Lead)

Romantic Getaways (Mid Lead)

Individual FAM Outreach

HARO (HELP A REPORTER OUT)

Wine from off-the-radar regions (Forbes)

Perfume or scent expert (The Pioneer Woman Magazine)

Hotels, Destinations, Cruises, Attractions That Offer Packages/Promos/Discounts to Military Members (Military Officer Online)

The most incredible museums to visit in 2019 (Matador Network)

PROACTIVE LEADS & INITIATIVES

[TLCme.com](#) – Farm Weddings

[loveFOOD.com](#) – Best new restaurants in New Mexico in 2019

The Points Guy - Surprising Wellness Destinations (Jemez Hot Springs)

Food Fanatics - How Chefs Leverage Edible Wild Plants, Foraged Greens and Weeds in Creative Ways

Forbes - 2019 Travel Trends (Astrotourism/ Nebraska Star Party)

12/3	Tania interview with KOB on New Mexico Bowl
12/3	Albuquerque gears up for New Mexico Bowl - KOB (broadcast and online)
12/4	Sent alert "Albuquerque: One of America's 100 Best Places to Retire" to local media
12/4	KOAT coverage on NM Bowl (repeated broadcast occurrences)
12/5	This Week in Albuquerque: Fun holiday events for the whole family (Weekly Events Segment) - KRQE (broadcast and online)
12/5	Sent "JC's NYPD Celebrates Sweet 16 Birthday" alert to local media
12/6	Sent "Media Alert: December 2018 Meetings/Conventions & Events" to local media
12/12	Events Happening in the Duke City this Week (Weekly Events Segment) - KRQE (broadcast and online)
12/12	Sent "Visit Albuquerque Highlights Past Achievements, Debuts New Initiatives at December 2018 Quarterly Meeting" release to local media
12/12	Tania interview with KRQE on Bill Walton Lobos game
12/12	NBA Hall of Famer raves about Albuquerque during ESPN Lobo game - KRQE (broadcast and online)
12/12	Tania interview with the <i>Albuquerque Journal</i> on NM Bowl
12/13	Provided direct spend estimates on NM Bowl to <i>Albuquerque Journal</i> and <i>Albuquerque Business First</i>
12/13	Sent "Albuquerque included in AFAR's "Where to Go in 2019" feature" alert to local media
12/13	ABQ scores big with New Mexico Bowl - <i>Albuquerque Journal</i>
12/14	Despite no Lobos or Aggies, the New Mexico Bowl has a big impact on Albuquerque - <i>Albuquerque Business First</i>
12/14	Tania interview with KRQE on Locals' Guide
12/14	Visit Albuquerque's new digital guide aims to give visitors 'local experience' - KRQE (broadcast and online)
12/17	Bowl game brings big bucks - KOAT (broadcast and online)
12/19	Events happening this week in Albuquerque (Weekly Events Segment) - KRQE (broadcast and online)
12/26	Albuquerque says 'bye' to 2018 in style (Weekly Events Segment) - KRQE (broadcast and online)
12/3	The best place to go wine tasting in all 50 states - <i>Matador Network</i>
12/3	New Mexico Beer: Christmas is Year Round - <i>Elevation Outdoors</i>
12/3	Explore Albuquerque By Bike - <i>The Travel 100</i>
12/6	Spend Your Star-studded Astrotourism Getaway at One of These 4 US Destinations - <i>Well+Good</i>
12/12	Where to Go in 2019 - AFAR
12/14	The Ultimate Guide to the Right Hostess Gifts for Every Occasion - <i>Reader's Digest</i>
12/17	5 Road Trips You Need to Take This Winter - <i>Outside</i>
12/27	50 States of Dog-Friendly Restaurants - <i>Food Network</i>
12/31	Affordable U.S. Destinations for 2019 - AARP

PR/COMMUNICATIONS

56% of national or regional articles scoring above 55 on the Barcelona Principles Scale



THE TRAVEL 100

December 3

Explore Albuquerque
by Bike

BP Score – 70



AFAR

December 12

Where to Go in 2019

BP Score – 81



OUTSIDE

December 17

5 Road Trips You Need
to Take this Winter

BP Score – 65



AARP

December 31

Affordable U.S.
Destinations for 2019

BP Score – 75

MEETINGS/INDUSTRY EVENTS

Dec 4: Business Issues Council Meeting

Dec 4: Short-Term Rental Task Force Meeting

Dec 4: Lodgers' Tax Advisory Board Special Meeting

Dec 5: New Mexico Tourism Department Transition Team Meeting

Dec 5: New Mexico Bowl Media Lunch

Dec 6: AED Quarterly Luncheon

Dec 6: Keshet Dance Center ribbon cutting for new mural project

Dec 12: New Mexico Tourism Department Transition Team Meeting

Dec 12: Economic Forum

Dec 12: NM MPI Holiday event

Dec 13: NMPSA/NMAMA Holiday Mixer

Dec 14: New Mexico Bowl Teams Kick-off Luncheon

Dec 14: New Mexico Bowl Pep Rally

Dec 15: New Mexico Bowl

Dec 18: GAIA Luncheon

Dec 19: APD/Hospitality Partnership Meeting

Dec 20: Balloon Fiesta Campaign Report Presentation

Dec 20: Downtown Community Partnership Meeting

Dec 20: Posole with Friends at Embassy Suites

Dec 21: LGBT Chamber Holiday Mixer

VisitABQ HOSTED

Dec 11: Visit Albuquerque Quarterly Meeting & Holiday Party

Dec 12: Visit Albuquerque Volunteer Appreciation Luncheon

Dec 19: Visit Albuquerque Partner Orientation

Dec 20: Visit Albuquerque Executive Committee Meeting

DEC. TRADESHOWS/INDUSTRY MEETINGS

Dec 8-10: Destinations International Sales & Services Summit, New Orleans, LA

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

Jan 3-5: American Baseball Coaches Association Annual Convention, Dallas, TX

Jan 6-9: Professional Convention Management Association, Pittsburgh, PA

Jan 11-13: ESPA Annual Conference, Charlotte, NC

Jan 24-26: National Senior Games Annual Conference, Louisville, KY

Jan 24-27: International Media Marketplace/NY Times Travel Show, New York City, NY

Jan 29-31: Religious Conference Management Association – Emerge, Greensboro, NC

Feb 3-6: Independent Planner Education Conference, San Antonio, TX

Feb 13: Destination Showcase, Washington, DC

Mar 12-14: Meetings Industry Council Annual Conference, Denver, CO