

# December 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. OCTOBER 2019

**-68.0%**

VS. PYTD

**-57.6%**

## AVERAGE HOTEL OCCUPANCY

VS. NOVEMBER 2019

**-30.3%**

VS. PYTD

**-34.2%**

## AVERAGE DAILY RATE

VS. NOVEMBER 2019

**-23.1%**

VS. PYTD

**-20.5%**

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

## NOVEMBER 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**

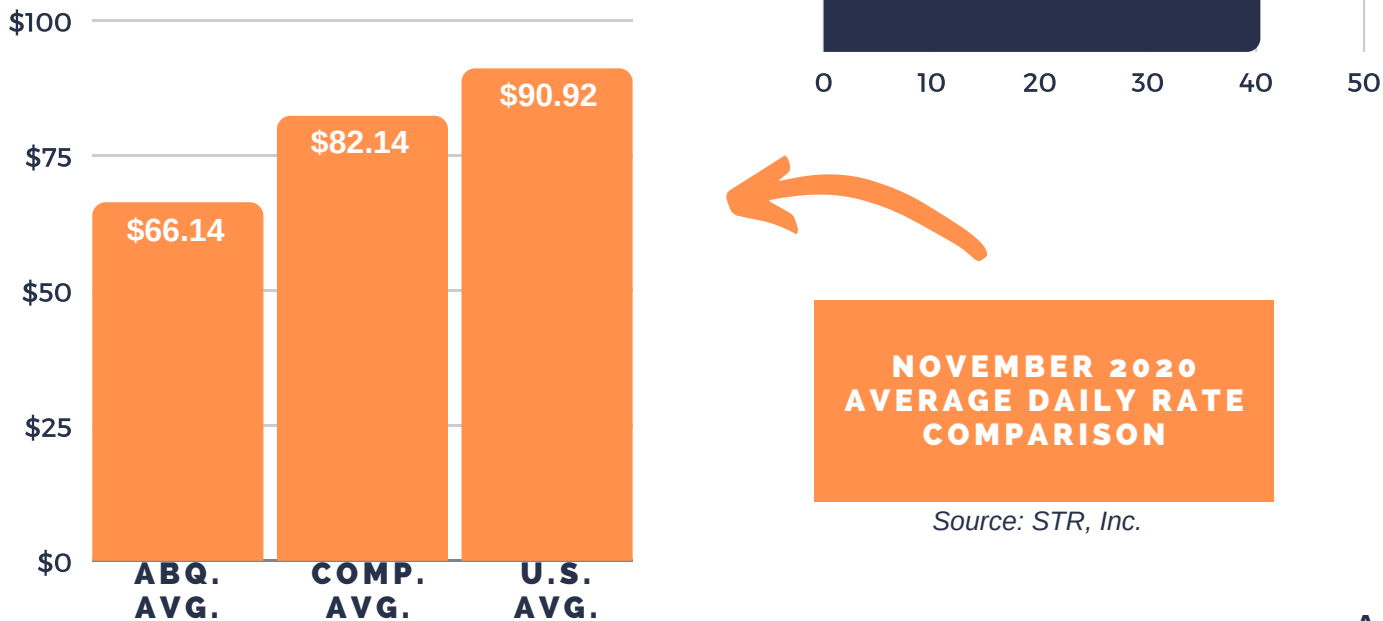
41.8%

**COMP. AVERAGE**

42.4%

**U.S. AVERAGE**

40.3%



## NOVEMBER 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# December 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL NOVEMBER  
ENPLANED PASSENGERS**

**57,827**



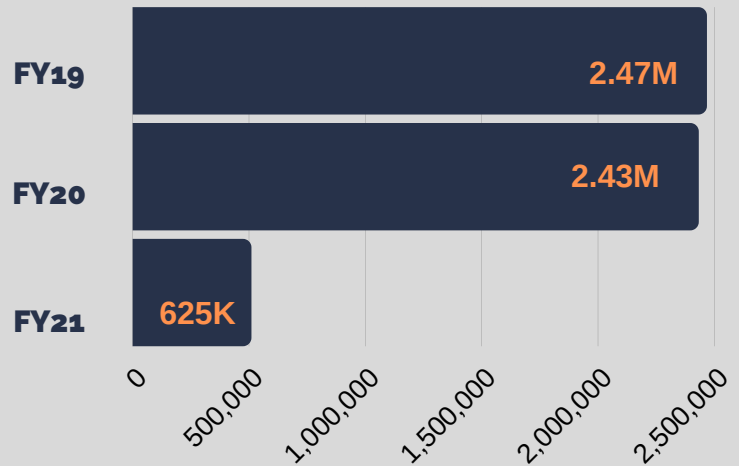
**TOTAL NOVEMBER  
DEPLANED PASSENGERS**

**57,924**

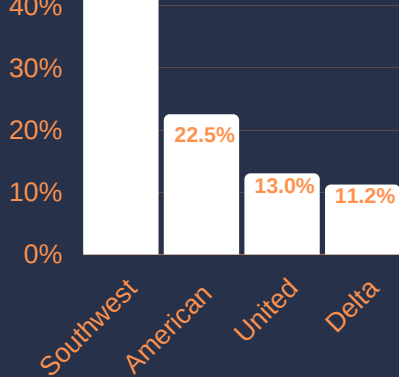
**VS. NOVEMBER 2019  
TOTAL PASSENGERS**

**-73.2%**

**FYTD TOTAL  
PASSENGERS**



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



**TOTAL OCTOBER LEISURE &  
HOSPITALITY EMPLOYMENT**

**\* 35,700**

**VS. NOVEMBER 2019**

**-19.1%**

**CYTD VS. PYTD**

**-18.4%**

Source: Bureau of Labor Statistics


\*Preliminary BLS figure

# December 2020 Destination Dashboard

**DECEMBER  
 BUSINESS  
 OCCURRING**




	Dec '20	% Change vs. Dec '19	% Change vs. PYTD
# of Meetings/Events	0	-100%	-92.6%
Room Nights	0	-100%	-99.3%
Attendance	0	-100%	-98.3%
Direct Spend	\$0	-100%	-99.4%



**FUTURE CITYWIDE\*  
 EVENTS BOOKED FYTD**

NEW 1	TOTAL 2
<b>ATTENDEES</b> 1,650	<b>ATTENDEES</b> 2,650
<b>ROOM NIGHTS</b> 2,215	<b>ROOM NIGHTS</b> 2,701
<b>DIRECT SPEND</b> \$1.7M	<b>DIRECT SPEND</b> \$2.0M



**FUTURE NON-CITYWIDE  
 EVENTS BOOKED FYTD**

<b>TOTAL</b>	44
<b>ATTENDEES</b>	13,679
<b>ROOM NIGHTS</b>	16,740
<b>DIRECT SPEND</b>	\$8.1M

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

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



<b># OF EVENTS</b>	12	<b>ATTENDEES</b>	2,529
<b>ROOM NIGHTS</b>	1,211	<b>DIRECT SPEND</b>	\$588K

# December 2020 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 46  
PYTD: 138 ▼ -66.7%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 19,441  
PYTD: 118,150 ▼ -83.5%

## FUTURE ATTENDANCE BOOKED

FYTD: 16,329  
PYTD: 165,813 ▼ -90.2%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$10.1M  
PYTD: \$50.5M ▼ -80.0%

## ADVERTISING IMPRESSIONS

FYTD: 30.5M  
PYTD: 69.9M ▼ -56.4%

## WEBSITE USER SESSIONS

FYTD: 673,588  
PYTD: 1,262,737 ▼ -46.7%

## VISITOR GUIDE FULFILLMENT

FYTD: 4,540  
PYTD: 15,726 ▼ -71.1%

## VISITOR CENTER TRAFFIC

FYTD: 697  
PYTD: 81,613 ▼ -99.1%

## ACE TRAINEES

FYTD: 0  
PYTD: 118 ▼ -100%

## GROUP TOURS

FY21-Q1-Q2: 0  
FY20-Q1-Q2: 221 ▼ -100%

## GROUP TOUR ROOM NIGHTS

FY21-Q1-Q2: 0  
FY20-Q1-Q2: 15,424 ▼ -100%

## SOCIAL MEDIA FOLLOWERS

FYTD: 225,122  
PYTD: 220,531 ▲ +2.1%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 133,356  
PYTD: 269,887 ▼ -50.6%

## FYTD EARNED MEDIA COVERAGE\*

### Travel Articles Generated

37

Circulation/Reach  
203,935,872

Publicity Value  
\$2.6M

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

## SALES FAMILIARIZATION & SITE TOURS

FYTD: \*7  
PYTD: 69 ▼ -89.9%

\*FYTD Includes 5 Virtual Site Tours

## FY21 MEDIA SITE VISITS

0

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

# December 2020 President's Report

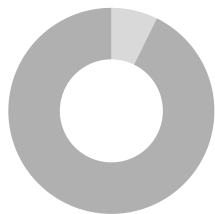
## LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. OCT 2019	VS. PYTD
<b>TOTAL OCTOBER 2020 REVENUE</b> \$570,639.27	▼ -68.0%	▼ -57.6%
<b>*SHORT-TERM RENTALS ONLY</b> \$49,287.84	▼ -0.2%	▼ -11.6%
<b>MINUS SHORT-TERM RENTALS</b> \$521,351.43	▼ -70.0%	▼ -59.3%



\*VRBO added effective Oct '19 with PYTD Airbnb; FYTD includes Airbnb, HomeAway/VRBO, and other Short Term Rental collections.

Short-Term Rentals  
7.3%



Non  
92.7%

Short-term Rentals as a % of FYTD Revenue

### 10 YEAR LODGERS' TAX FYTD HISTORY



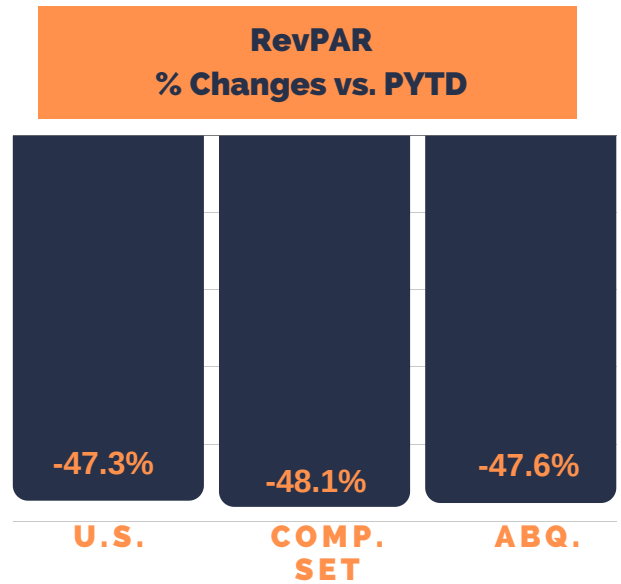
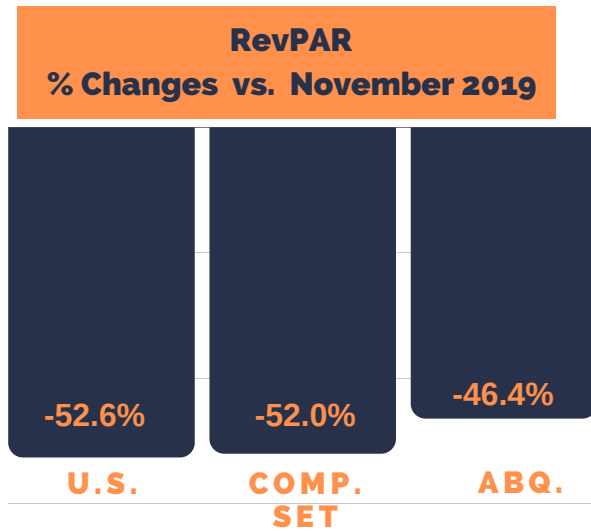
Source: City of Albuquerque



# 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	<b>45.4%</b>	<b>-34.2%</b>	<b>\$71.73</b>	<b>-20.5%</b>	<b>-47.6%</b>	<b>-35.5%</b>
*Comp. Set Average	<b>45.7%</b>	<b>-33.9%</b>	<b>\$91.95</b>	<b>-20.6%</b>	<b>-48.1%</b>	not available
U.S. Average	<b>44.7%</b>	<b>-33.3%</b>	<b>\$104.10</b>	<b>-20.9%</b>	<b>-47.3%</b>	<b>-35.9%</b>

\*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	<b>33.7%</b>	<b>-55.5%</b>	<b>\$114.50</b>	<b>-9.9%</b>	<b>-59.9%</b>
Uptown	<b>30.4%</b>	<b>-58.9%</b>	<b>\$99.87</b>	<b>-9.2%</b>	<b>-62.7%</b>
Airport	<b>34.7%</b>	<b>-56.2%</b>	<b>\$86.52</b>	<b>-15.8%</b>	<b>-63.1%</b>
Northern Corridor	<b>34.7%</b>	<b>-50.4%</b>	<b>\$92.51</b>	<b>-16.1%</b>	<b>-58.4%</b>

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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# CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL  
EVENT BOOKINGS

8

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$3.7M

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

6,948

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



83

FYTD VS. PYTD

-71.3%

Month's Room Nights  
Booked by Event Type



Mtgs. & Conventions  
100%

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### DECEMBER:

- 2-3: ESPORTS TRAVEL VIRTUAL SUMMIT
- 3-6: USA TRACK & FIELD VIRTUAL ANNUAL MEETING
- 15: NM MPI VIRTUAL CONVERSATION CAFÉ
- 15-16: HOLIDAY SHOWCASE VIRTUAL EVENT
- 17: LUXURY MEETINGS VIRTUAL MEETINGS SHOWCASE:  
SOUTHWEST DESTINATIONS

### JANUARY:

- 10-13: PCMA CONVENING LEADERS VIRTUAL EVENT
- 21-22: EVENT SERVICE PROFESSIONALS ASSOCIATION (ESPA)  
VIRTUAL EVENT

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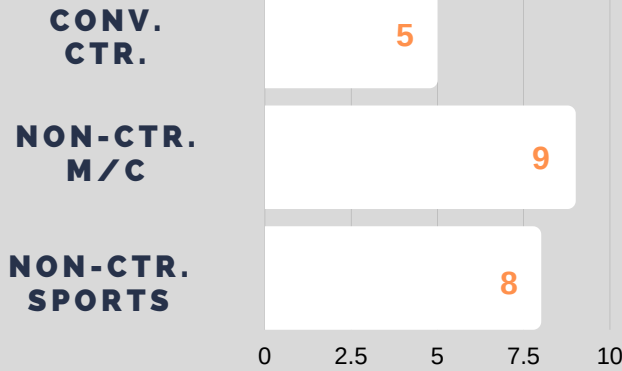
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# CONVENTION SALES, SERVICES & SPORTS (CONT.)

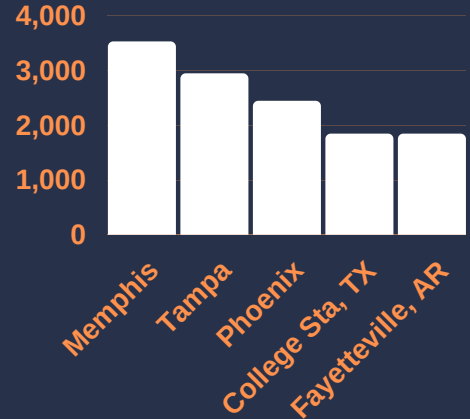
## LOST BUSINESS

### MONTH'S TOTAL LOSSES

**22**



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



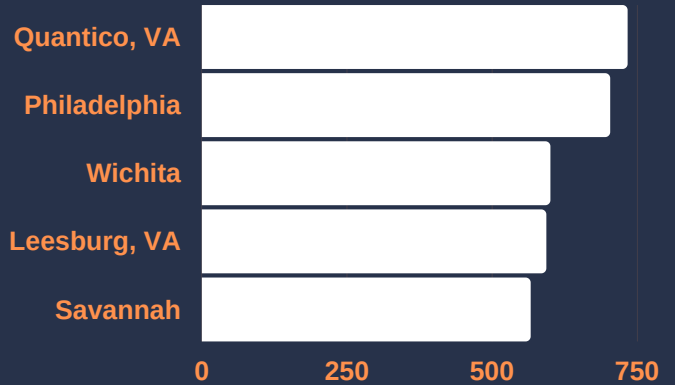
### Most Room Nights Lost To (FYTD Non-Ctr. Sports)

Event CXL  
6.5%



Multiple Locations  
93.5%

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



### Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	<b>55%</b>
Rotational Issues	<b>20%</b>
Insufficient Local Infrastructure	<b>11%</b>

**MONTH'S ROOM NIGHTS LOST**  
24,012

**MONTH'S ATTENDEES LOST**  
12,110

**MONTH'S DIRECT SPEND LOST**  
\$12.3M

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# PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

2



FYTD MEMBERSHIP

650

VS. PYTD

-9.1%

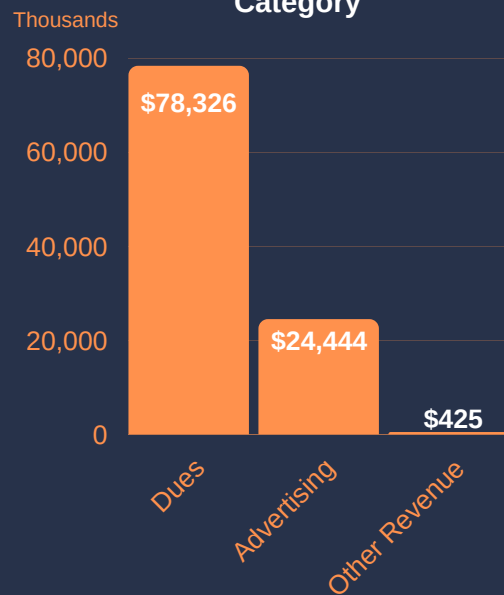
FYTD REVENUE

\$103,196

VS. PYTD

-68%

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

10

# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

8

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

39M

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

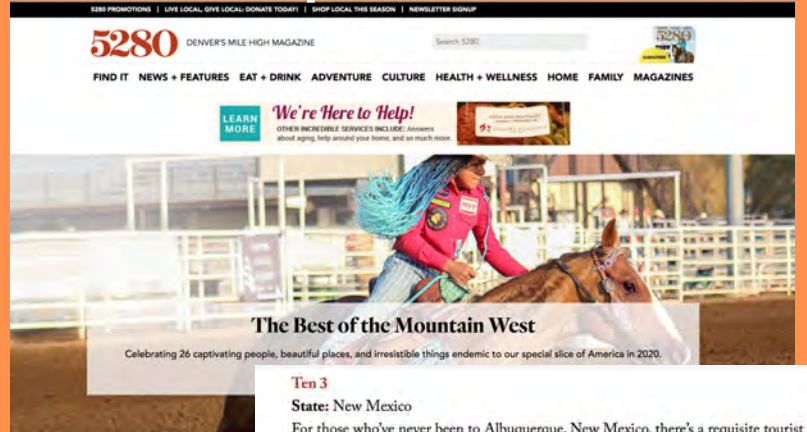
100%



5280 Magazine article  
BP Score: 95

CORRESPONDING  
PUBLICITY VALUE

\$826K



Ten 3

State: New Mexico

For those who've never been to Albuquerque, New Mexico, there's a requisite tourist attraction checklist. Old Town, check. ABQ BioPark, check. Petroglyph National Monument, check. The Sandia Peak Tramway—a 2.7-mile suspended cable car ride from the edge of the city to the 10,378-foot summit—is another must-do, but in 2019 the mountaintop destination got a serious upgrade. Ten 3, a fine-dining restaurant that offers New Mexican, American, Mediterranean, and other international flavors plus a slick bar area with trendy cocktails, opened in August with floor-to-ceiling windows that allow for near-360-degree views of the city and the surrounding landscape. In short, there is no better place to take in a Western sunset. During the pandemic, Ten 3 is operating at 25 percent capacity indoors, but it has also pivoted to provide casual outdoor seating as well as takeout. Reservations are required; tram ticket is not included.

## FEATURED MEDIA EFFORTS

**12/1: Sunshine State of Mind - Travel + Leisure (print)**

**12/1: The Best of the Mountain West - 5280 Magazine (print and online)**

**12/1: Grapes Are Getting High - American Way (print)**

**12/16: Best Hotels With a Pet on Staff - Oyster**

**12/18: 10 Lesser Known U.S. Destinations To Go Skiing This Winter - TripSavvy**

**12/18: 2020 Best Botanical Garden Holiday Lights - USA Today 10Best**

**12/22: Albuquerque won't be shut out in NM Bowl - Albuquerque Journal (print and online)**

**12/27: How to Celebrate New Year's Eve At Home This Year - Forbes**

**12/31: Best New Attraction (2020) - USA Today 10Best**

**12/31: What to Watch For in 2021: New Mexico tourism officials eye spring restart - Albuquerque Business First**

**12/31: Cowchips 2020: Pandemic stole our 'normal' away - but not quite all - Albuquerque Journal (print and online)**

Local Media

National Media

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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## HOLIDAY E-CARDS

"WARM WISHES TO YOU AND YOURS THIS HOLIDAY SEASON"

125,161 LEISURE CONTACTS

10.7%

CLICK-TO-OPEN RATE

3.3%

"WARM WISHES TO YOU AND YOURS THIS HOLIDAY SEASON"

3,071 LOCAL CONTACTS

27%

4.4%

## TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

# 18,833

### SOCIAL MEDIA FOLLOWERS BY PLATFORM

 **129,717**

 **58,089**

 **37,428**



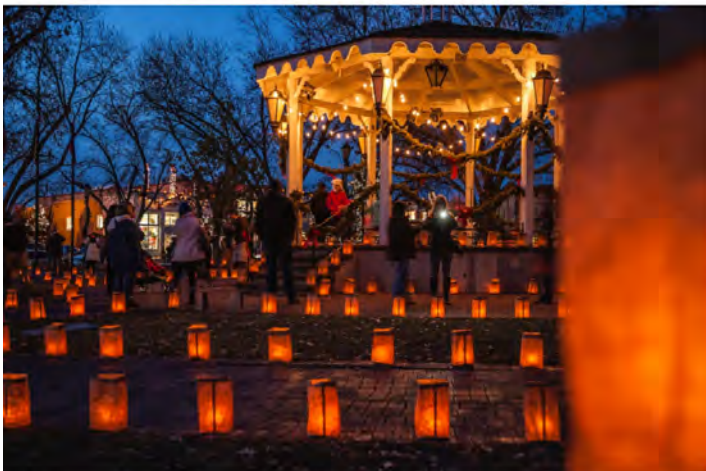
visitabq Do you still have some holiday shopping to do? Don't fret! Click the



Visit Albuquerque

Published by Tracy Cox · December 24, 2020 at 4:30 PM ·

Traditions may look a little different this year, but we'll always remember what lights up the season in Albuquerque. #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

**12/2-3:** Angela Gandy attended the Esports Travel Summit virtual Expo and met with 6 Esports organizations

**12/15, 16, 17:** Tania Armenta attended Destinations International virtual CEO Summit

**12/3:** Attended Lodgers' Tax Advisory Board Meeting via video conference

**12/3-6:** Angie Jepsen attended the USATF virtual Annual Meeting

**12/17:** Tania Armenta attended the NM Tourism Dept. Commission meeting via video conference

**12/7, 14, 21:** Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference

**12/17:** Clarissa Baca had 14 appointments at the SW Destinations Virtual Showcase

**12/10:** Misty Jester hosted a virtual site tour for the National Corvette Restorers Society

**12/15-16:** Tabitha Stallworth & Misty Jester attended Holiday Showcase and had 12 appointments at the virtual booth and made several additional client connections

**12/16:** Tania Armenta attended Destination Marketing Accreditation Program Board Meeting via video conference



**liz Burnam added holiday spirit to the Old Town Visitor Information Center on Christmas Eve**

## Events Hosted by Visit Albuquerque

- 12/3:** DOS meeting via video conference
- 12/10:** DOS meeting via video conference
- 12/17:** Visit Albuquerque Executive Committee meeting via video conference
- 12/17:** DOS meeting via video conference
- 12/31:** DOS meeting via video conference

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# 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.

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# 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. Chart provided below.

**DECEMBER 2020**

**RED:** Case rate of greater than 8 cases per 100,000 AND an average test positivity rate greater than 5%.  
**YELLOW:** Case rate of no greater than 8 cases per 100,000 OR average test positivity rate less than or equal to 5%.  
**GREEN:** Case rate of no greater than 8 cases per 100,000 AND average test positivity rate less than or equal to 5%.

	RED	YELLOW	GREEN
<b>Mass gathering limit</b>	5 people 10 vehicles	10 people 25 vehicles	20 people 100 vehicles
<b>Places of lodging that are NM Safe Certified</b>	40% of max occupancy	60% of max occupancy	75% of max occupancy
<b>Places of lodging that are not NM Safe Certified</b>	25% of max occupancy	25% of max occupancy	40% of max occupancy
<b>Vacation rentals</b>	5 guests maximum	5 guests maximum	10 guests maximum
<b>Outdoor dining at food and drink establishments</b>	25% of max capacity; must close to in-person dining by 9 p.m. if alcohol is served	75% of max capacity; must close to in-person dining by 10 p.m. if alcohol is served	75% of max capacity
<b>Indoor dining at food and drink establishments</b>	Not permitted	25% of max capacity if NM Safe Certified; not allowed otherwise. Must close to in-person dining by 10 p.m. if alcohol is served	50% of max capacity if NM Safe Certified; not allowed otherwise
<b>Essential retail businesses</b>	25% of max occupancy	33% of max occupancy	50% of max capacity
<b>Essential businesses, non-retail</b>	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions
<b>Close-contact businesses</b>	25% of max capacity or 10 customers at a time, whichever is smaller	25% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity
<b>Houses of worship</b>	25% of max capacity	33% of max capacity	50% of max capacity
<b>Close-contact recreational facilities</b>	Closed	Closed	Closed
<b>Outdoor recreational facilities</b>	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	50% of max capacity, unless required to have lower capacity under state COVID-Safe Practices
<b>State museums</b>	Closed	Closed	50% of max occupancy
<b>Indoor shopping malls</b>	25% of max occupancy	25% of max occupancy	50% of max occupancy
<b>All other businesses</b>	25% of max capacity or 75 customers at a time, whichever is smaller	25% of max capacity or 125 customers at a time, whichever is smaller	50% of max capacity

**JANUARY 2021**

**1/8:** Public Health Order extended thru February 5, 2021. Bernalillo County remains in Red category.

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