

December 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.**

LODGERS' TAX COLLECTIONS

VS. OCTOBER 2020
+184.97%
VS. OCTOBER 2019
-8.92%
VS. FY21 VS. FY20
+138.5% +1.01%

Source: City of Albuquerque
See full collections analysis on pg. 1 of the President's Report

AVERAGE HOTEL OCCUPANCY

VS. NOVEMBER 2020
+36.7%
VS. NOVEMBER 2019
-23.6%
VS. CYTD 2020 VS. CYTD 2019
+38.2% -10.1%

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

AVERAGE DAILY RATE

VS. NOVEMBER 2020
+42.2%
VS. NOVEMBER 2019
-18.3%
VS. CYTD 2020 VS. CYTD 2019
+27.1% +1.8%

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

NOVEMBER 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

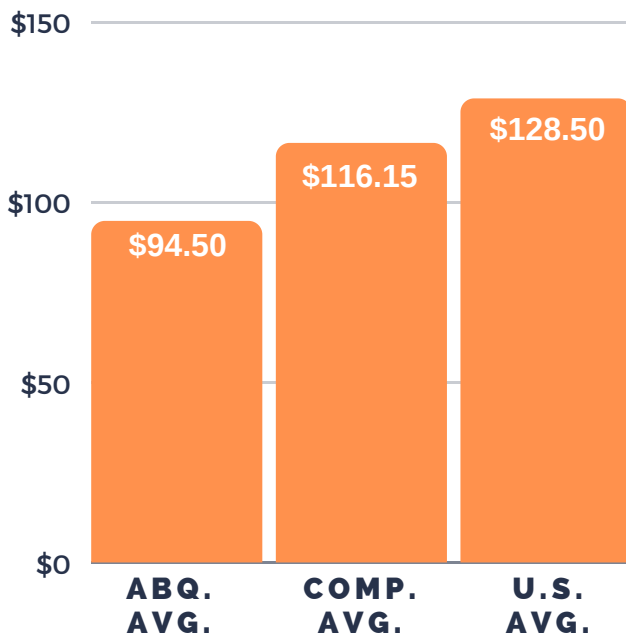
COMP. AVERAGE

U.S. AVERAGE

57.3%

59%

57.6%



NOVEMBER 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

December 2021 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL DECEMBER
ENPLANED PASSENGERS**

175,259

**VS. DECEMBER 2020
TOTAL PASSENGERS**

+192.5%

**VS. DECEMBER 2019
TOTAL PASSENGERS**

-24.8%

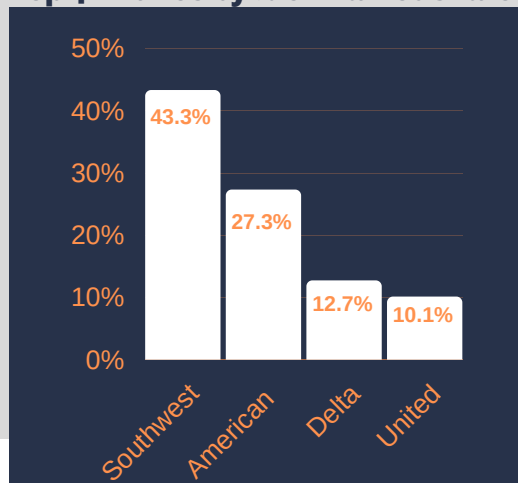


**TOTAL DECEMBER
DEPLANED PASSENGERS**

175,471

**FYTD TOTAL
PASSENGERS**

Top 4 Airlines by % of Market Share



FY19

2.7M

FY20

2.9M

FY21

745K

FY22

2.2M

0 1,000,000 2,000,000 3,000,000



**TOTAL NOVEMBER LEISURE &
HOSPITALITY EMPLOYMENT**

*** 39,200**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

VS. OCTOBER 2020

+11.05%

VS. OCTOBER 2019

-13.52%

VS. 2020 CYTD

+5.61%

VS. 2019 CYTD

-16.59%

December 2021 Destination Dashboard

DECEMBER BUSINESS OCCURRING

	Dec '21	vs. Dec '20	% Change vs. FY21	% Change vs. FY20
# of Meetings/Events	8	0	100%	-93.8%
Room Nights	8,233	0	100%	-88.3%
Attendance	9,128	0	100%	-92.5%
Direct Spend	\$4.2M	\$0	100%	-87.4%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
6	20
ATTENDEES	ATTENDEES
8,505	57,449
ROOM NIGHTS	ROOM NIGHTS
11,308	33,192
DIRECT SPEND	DIRECT SPEND
\$5.1M	\$14.8M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	69
ATTENDEES	29,184
ROOM NIGHTS	20,075
DIRECT SPEND	\$8.5M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	55	ATTENDEES	77,425
ROOM NIGHTS	40,867	DIRECT SPEND	\$18.4M



December 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD **89** PYTD: 46 ▲ 93.5%
 FY20: 110 ▼ -19.1%

FUTURE ROOM NIGHTS BOOKED

FYTD **53,267** PYTD: 19,441 ▲ 174.0%
 FY20: 92,438 ▼ -42.4%

FUTURE ATTENDANCE BOOKED

FYTD **86,633** PYTD: 16,329 ▲ 430.5%
 FY20: 139,874 ▼ -38.1%

FUTURE DIRECT SPEND BOOKED

FYTD **\$23.4M** PYTD: \$10.1M ▲ 131.4%
 FY20: \$39.2M ▼ -40.5%

ADVERTISING IMPRESSIONS

*** FYTD** **207M** PYTD: 36.2M ▲ 470.7%
 FY20: 69.9M ▲ 195.6%

WEBSITE USER SESSIONS

FYTD **1.36M** PYTD: 674K ▲ 102.6%
 FY20: 1.3M ▲ 8.1%

VISITOR GUIDE FULFILLMENT

FYTD **10,881** PYTD: 4,540 ▲ 139.7%
 FY20: 18,474 ▼ -93.5%

VISITOR CENTER TRAFFIC

FYTD **47,787** PYTD: 697 ▲ 6756%
 FY20: 71.9K ▼ -92.8%

ACE TRAINEES

FYTD **0** PYTD: 0 — 0%
 FY20: 68 ▼ -100%

GROUP TOURS

FYTD **148** PYTD: 0 ▲ 100%
 FY20: 56 ▲ 130.4%

GROUP TOUR ROOM NIGHTS

FYTD **9,819** PYTD: 0 ▲ 100%
 FY20: 1,869 ▲ 424.3%

SOCIAL MEDIA FOLLOWERS

FYTD **231,132** PYTD: 225K ▲ 2.6%
 FY20: 221K ▲ 4.8%

SOCIAL MEDIA ENGAGEMENT

FYTD **258,520** PYTD: 133,356 ▲ 93.9%
 FY20: 269,887 ▼ -4.2%

SALES FAMILIARIZATION & SITE TOURS

FYTD **24** PYTD: 7 ▲ 242.9%
 FY20: 69 ▼ -65.2%

FYTD MEDIA SITE VISITS

1

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

29

Circulation/Reach
89,684,737

Publicity Value
\$1.3M

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

*FY22 ad impressions include co-op partnership with NM True.

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

December 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL OCTOBER 2021 REVENUE	VS. OCT 2020	VS. FY21	VS. FY20
\$1,626,164.56	▲ 185%	▲ 138.5%	▲ 1.01%
*SHORT-TERM RENTALS ONLY			
\$401,614.64	▲ 124%	▲ 127.6%	▲ 103%
MINUS SHORT-TERM RENTALS			
\$1,515,761.80	▲ 190.74%	▲ 139.3%	▼ -2.6%

Short-Term Rentals
7%

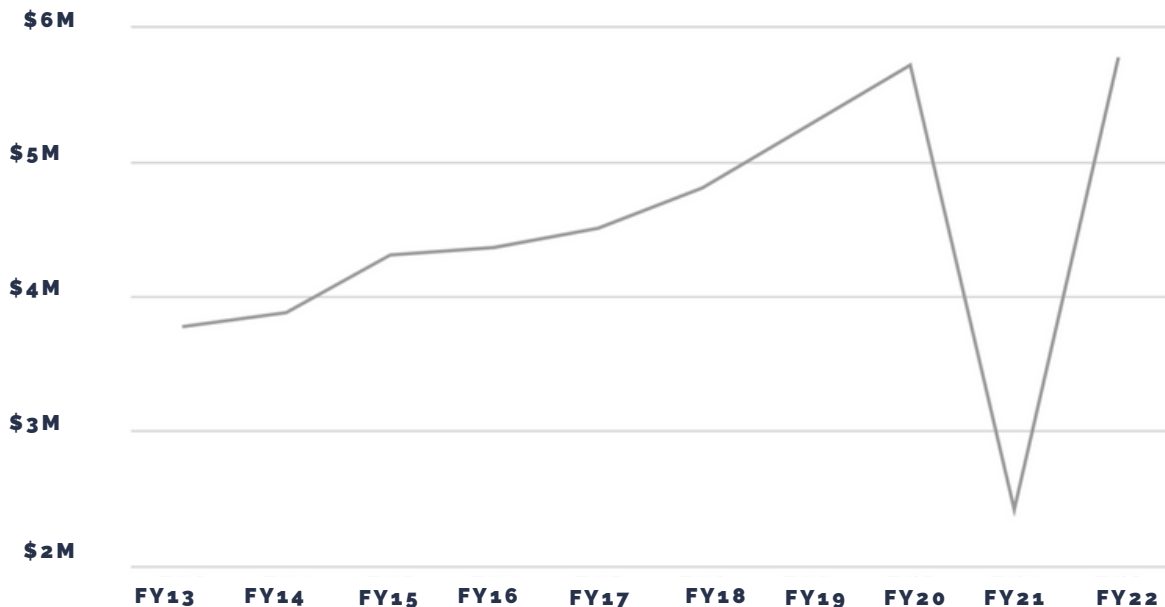


Non
93.1%

Short-term Rentals as
a % of FY22 Revenue

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

10 YEAR LODGERS' TAX FYTD HISTORY



Source: City of Albuquerque

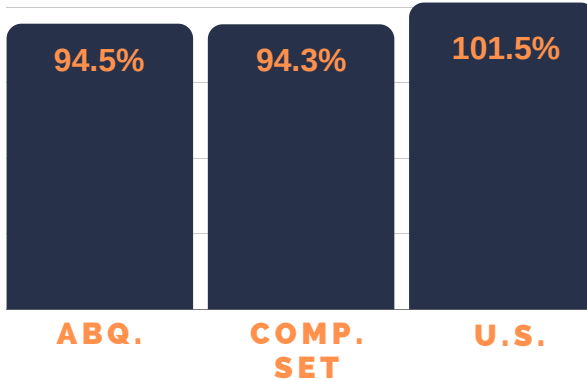


STR, INC. LODGING INDUSTRY REPORT*

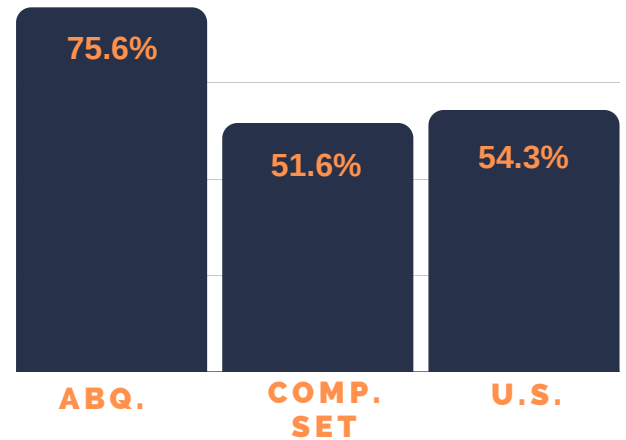
	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	63.0%	38.2%	\$91.63	27.1%	75.6%	38.6%
*Comp. Set Average	59.7%	29.8%	\$110.58	16.7%	51.6%	not available
U.S. Average	58.1%	29.9%	\$123.73	18.8%	54.3%	36.6%

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

RevPAR % Changes vs. Nov 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	48.5%	44.2%	\$139.99	22.3%	76.3%
Uptown	46.0%	51.2%	\$118.17	18.3%	78.8%
Airport	54.8%	57.9%	\$101.61	17.4%	85.5%
Northern Corridor	50.7%	46.1%	\$115.35	24.7%	82.2%

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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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

6

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$4.8M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

9,271

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



218

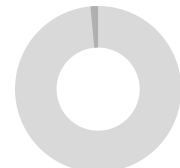
FYTD VS.
PYTD

162.7%

FYTD VS.
FY19

-89.7%

Mtgs. &
Conventions
1.5%



Sporting
Events
98.5%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



DECEMBER:

1-3: CONNECT DC - WASHINGTON, DC

13: PCMA HOLIDAY PARTY - CHICAGO, IL

14: HOLIDAY SHOWCASE - CHICAGO, IL

14-15: COFFEE & CONNECT BUSINESS DEVELOPMENT EVENTS -
CHICAGO, IL

JANUARY:

9: RMPMA CHAPTER RECEPTION - LAS VEGAS, NV

9-12: PCMA CONVENING LEADERS - LAS VEGAS, NV

24-25: MPINM BOARD MEETING & EDUCATIONAL PROGRAM

FEBRUARY:

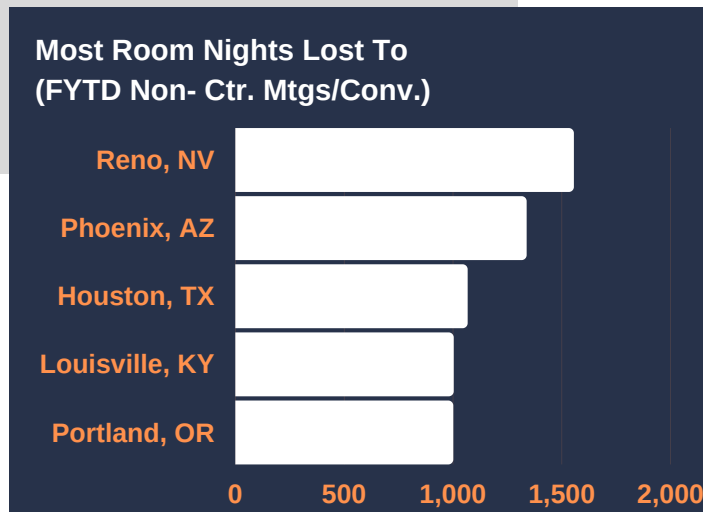
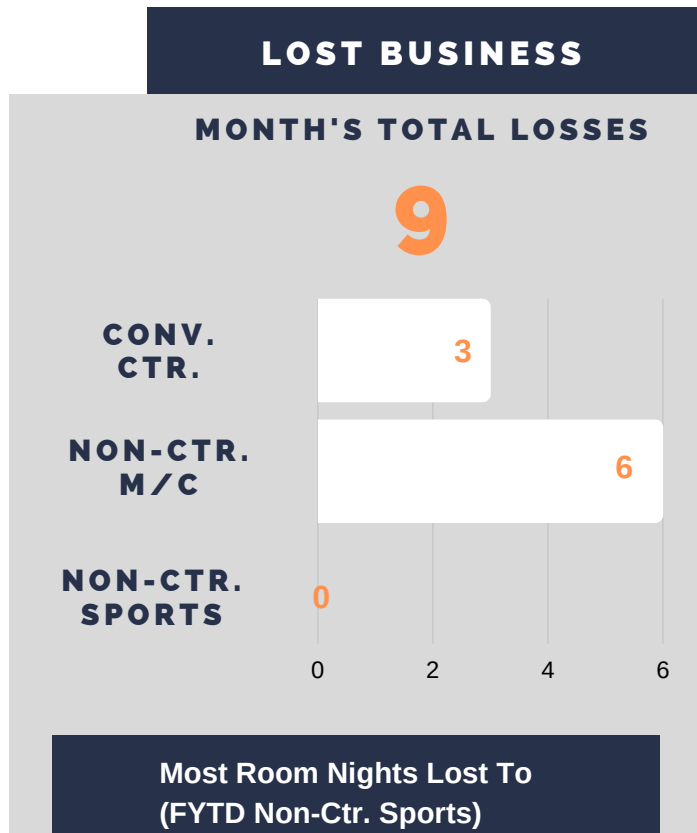
1 -3: RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION:
EMERGE 2022 - SACRAMENTO, CA

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CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

Insufficient Local Infrastructure	29%
Other Location(s) Preferred	28%
No Response from Planner	10%

MONTH'S ROOM NIGHTS LOST
4,531

MONTH'S ATTENDEES LOST
2,805

MONTH'S DIRECT SPEND LOST
\$1.9M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

2



FYTD MEMBERSHIP

625

VS. FY21

-3.8%

VS. FY20

-12.6%

FYTD REVENUE

\$188,318

VS. FY21

+82.5%

VS. FY20

-41.1%

FYTD Revenue by
Category

Thousands

125,000

100,000

75,000

50,000

25,000

0

\$100,072

\$86,096

\$2,150.00

Dues

Advertising

Other Revenue



PARTNER EVENTS
THIS MONTH

1

Partner Orientation & ACE Training
Cancelled due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

13

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

5

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

100%

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

5.2M

CORRESPONDING
PUBLICITY VALUE

\$611.3K



Lonely Planet article
BP Score: 121

lonely planet

The best museums in Albuquerque
explore the city's past and future



FEATURED MEDIA EFFORTS

12/1: All About ABQ - Travel + Leisure (December 2021/January 2022 print issue)

12/5: These 9 New Mexico destinations capture the best of the Land of Enchantment - Lonely Planet (syndicated to NewsBreak)

12/6: NM tourism leaders seek \$55M from lawmakers to help struggling industry - Albuquerque Journal (print and online)

12/8: Albuquerque Celebrates Bowl Season With 16th Annual PUBG MOBILE New Mexico Bowl - PRWeb (syndicated)

12/9: The National Institute of Flamenco presents La Estrella: A Flamenco Story of the Kings' Quest - PRWeb (syndicated)

12/13: The best museums in Albuquerque explore the city's past and future - Lonely Planet

12/17: ABQ365 highlights New Mexico Bowl, mariachi celebration, and other upcoming holiday festivities - KRQE (broadcast and online)

12/20: Best Botanical Garden Holiday Lights 2021 (River of Lights ranked No. 10) - USA Today 10Best (syndicated to USA Today and several others)

12/21: 14 of the World's Newest Tourist Attractions - Travel Trivia

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
12/3: "A STEP-BY-STEP GUIDE FOR MAKING LUMINARIAS AND MORE"	117,429 LEISURE CONTACTS	24.5%	8.2%
12/17: "TIS THE SEASON FOR HOLIDAY FUN IN ALBUQUERQUE"	3,208 LOCAL CONTACTS	42.4%	16.5%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

32,302

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 128,606

 58,300

 44,226



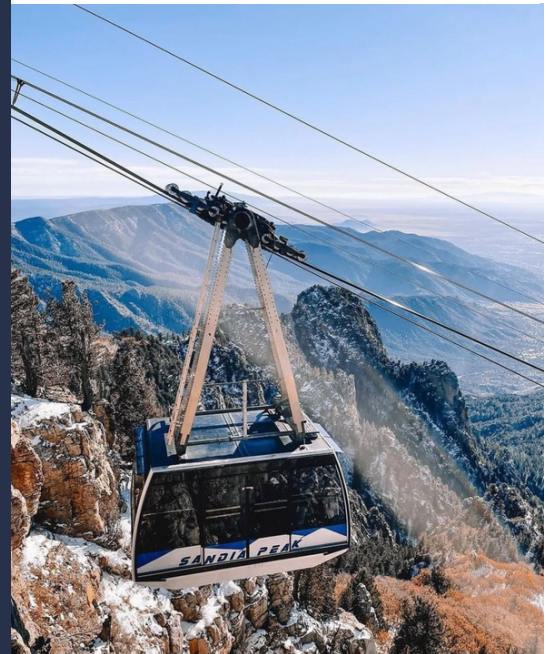
visitabq That Full Moon Feeling.
#TrueABQ

: @abe_espalin_photography



visitabq Flying in a Winter Wonderland.
#TrueABQ

: @sandia_peak_tramway



HIGH
ENGAGEMENT POSTS
OF THE MONTH

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COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

12/16-18: Several staff members attended the New Mexico Bowl dinner, kick off luncheon, pep rally and game

12/1: Several board and staff leadership attended the Economic Forum of Albuquerque meeting with speakers Mayor Keller, CAO Sarita Nair & APD Chief Medina

12/1-3: Larry Atchison attended CONNECT DC 2021 in Washington, DC

12/15: Several staff members presented the \$1 million Tourism Recovery Campaign Final Report to Lodgers' Tax Advisory Board and Visit ABQ Board

12/3: Visit Albuquerque staff and volunteers welcomed visitors and locals at the Old Town Holiday Stroll

12/7: Tania Armenta attended the Business Issues Council (BIC) Meeting

12/14-15: Tabitha Stallworth exhibited at the Association Forum's Holiday Showcase and participated in Coffee & Connect business development events in Chicago, IL

12/7: Misty Jester led a site visit with the Professional Fraternity Association and 4 Albuquerque hotels



Visit Albuquerque sponsored the 16th Annual PUBG MOBILE New Mexico Bowl, Dec. 18

Events Hosted by Visit Albuquerque

12/14: Visit Albuquerque Partner Holiday Party

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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.

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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.

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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.

10/20: FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

10/29: FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

OCTOBER 2021

NOVEMBER 2021

11/12: Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.
11/26: The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.
11/30: The United States also classified Omicron as a Variant of Concern.

12/2: The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

12/12: The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

12/29: Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta here, as it has in many other regions.

DECEMBER 2021