

December 2019 Destination Dashboard

LODGERS' TAX COLLECTIONS

VS. OCTOBER 2018

+7.5%

VS. FYTD 2019

+8.7%

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

AVERAGE HOTEL OCCUPANCY

VS. NOVEMBER 2018

+6.3%

VS. PYTD

+5.1%

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

AVERAGE DAILY RATE

VS. NOVEMBER 2018

+6%

VS. PYTD

+5.4%

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

NOVEMBER 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE
AVERAGE**

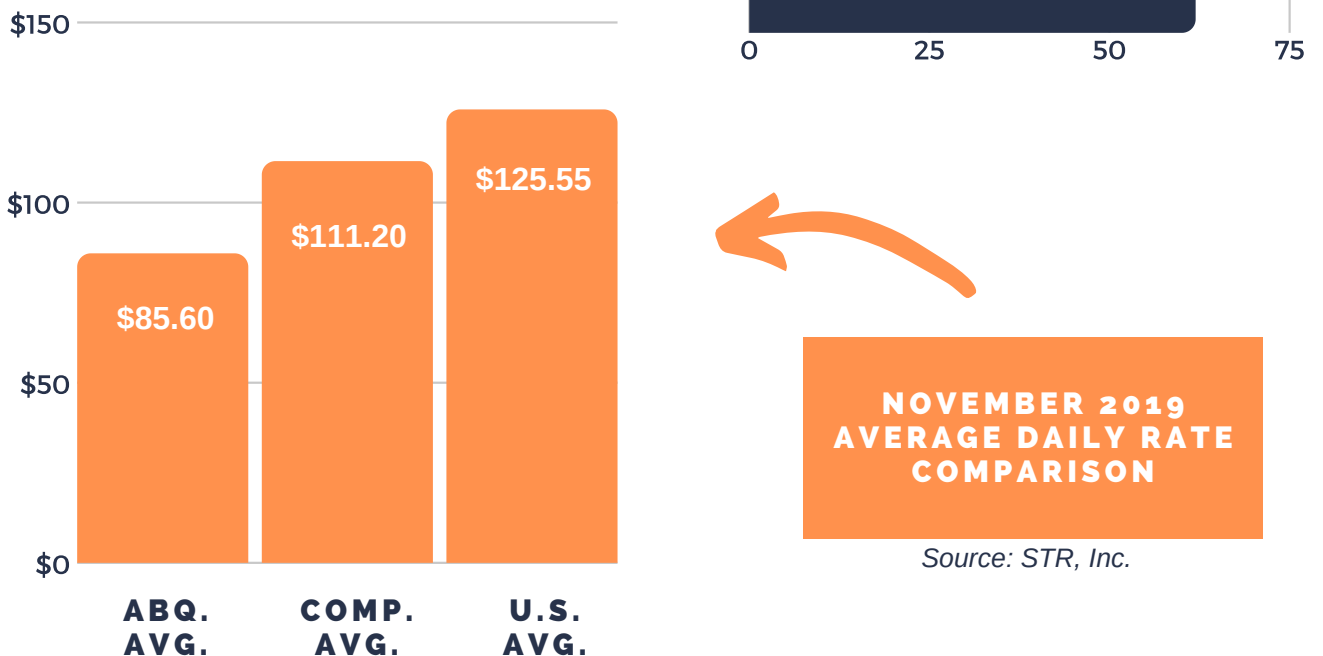
**COMP.
AVERAGE**

U.S. AVERAGE

60.1%

64.3%

61.8%



\$150

0 25 50 75

\$100

\$50

\$0

**ABQ.
AVG.**

**COMP.
AVG.**

**U.S.
AVG.**

NOVEMBER 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

December 2019 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL NOVEMBER
ENPLANED PASSENGERS**

217,074

**NOV. 2019 VS. 2018
TOTAL PASSENGERS**

-3.9%



**TOTAL NOVEMBER DEPLANED
PASSENGERS**

215,959

**FYTD TOTAL
PASSENGERS**

FY18

2.25M

FY19

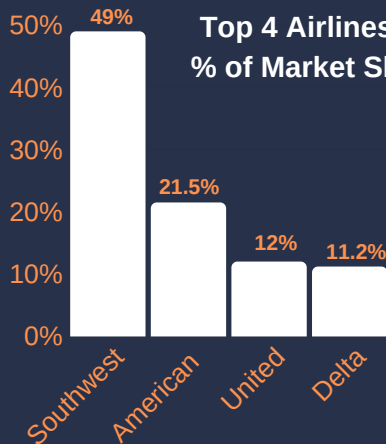
2.47M

FY20

2.43M

0 0.5 1 1.5 2 2.5
Millions

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



**TOTAL NOVEMBER LEISURE &
HOSPITALITY EMPLOYMENT**

46,300

Source: Bureau of Labor Statistics

**NOVEMBER 2019
VS. 2018**

+5.9%

CYTD VS. PYTD

+4.9%

December 2019 Destination Dashboard

DECEMBER BUSINESS OCCURRING

	Dec. '19	% Change vs. Dec. '18	% Change vs. PYTD
# of Meetings/Events	7	-30%	-15%
Room Nights	5,730	-38.1%	-14.3%
Attendance	6,150	-46%	+12.5%
Direct Spend	\$2.8M	-34.9%	+0.7%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
5	30
ATTENDEES	ATTENDEES
6,995	122,239
ROOM NIGHTS	ROOM NIGHTS
8,295	80,750
DIRECT SPEND	DIRECT SPEND
\$4.08M	\$35.36M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	108
ATTENDEES	43,574
ROOM NIGHTS	37,400
DIRECT SPEND	\$15.1M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	66	ATTENDEES	145,652
ROOM NIGHTS	86,026	DIRECT SPEND	\$37.1M



December 2019 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 138
 PYTD: 147 ▼ -6.1%

FUTURE ROOM NIGHTS BOOKED

FYTD: 118,150
 PYTD: 94,448 ▲ +25.1%

FUTURE ATTENDANCE BOOKED

FYTD: 165,813
 PYTD: 168,251 ▼ -1.4%

FUTURE DIRECT SPEND BOOKED

FYTD: \$50.46M
 PYTD: \$43.13M ▲ +17%

ADVERTISING IMPRESSIONS

FYTD: 69.9M
 PYTD: 19.6M ▲ +256%

WEBSITE USER SESSIONS

FYTD: 1.26M
 PYTD: 1.18M ▲ +6.93%

VISITOR GUIDE FULFILLMENT

FYTD: 15,726
 PYTD: 25,790 ▼ -39%

VISITOR CENTER TRAFFIC

FYTD: 81,613
 PYTD: 33,434 ▲ +144%

ACE TRAINEES

FYTD: 118
 PYTD: 44 ▲ +168%

GROUP TOURS

FY20 Q1&2: 221
 FY19 Q1&2: 218 ▲ +1.4%

GROUP TOUR ROOM NIGHTS

FY20 Q1&2: 15K+
 FY19 Q1&2: 17K+ ▼ -10.4%

SOCIAL MEDIA FOLLOWERS

FYTD: 220,531
 PYTD: 207,124 ▲ +6.5%

SOCIAL MEDIA ENGAGEMENT

FYTD: 269,887
 PYTD: 194,357 ▲ +38.9%

SALES FAMILIARIZATION & SITE TOURS

FYTD: 30
 PYTD: 26 ▲ +15.4%

FYTD MEDIA SITE VISITS

20

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

37

Impressions
 560,711,557

Publicity Value
 \$1.43M

Go There: An Arts and Culture Weekend in Albuquerque

Immerse yourself in art, history, dance and music when you visit Albuquerque.

By Sarah Kuta on December 6, 2019 06:00 AM



*Does not include local coverage or syndications/additional pickups

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

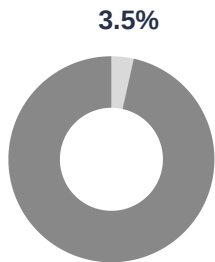
December 2019 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL OCTOBER 2019 REVENUE	VS. OCT. 2018	VS. FYTD 2019
\$1,785,444.92	▲ +7.48%	▲ +8.68%
*SHORT-TERM RENTALS ONLY		
\$49,203.28	▲ +32.73%	▲ +32.95%
MINUS SHORT-TERM RENTALS		
\$1,736,241.54	▲ +6.9%	▲ +7.97%



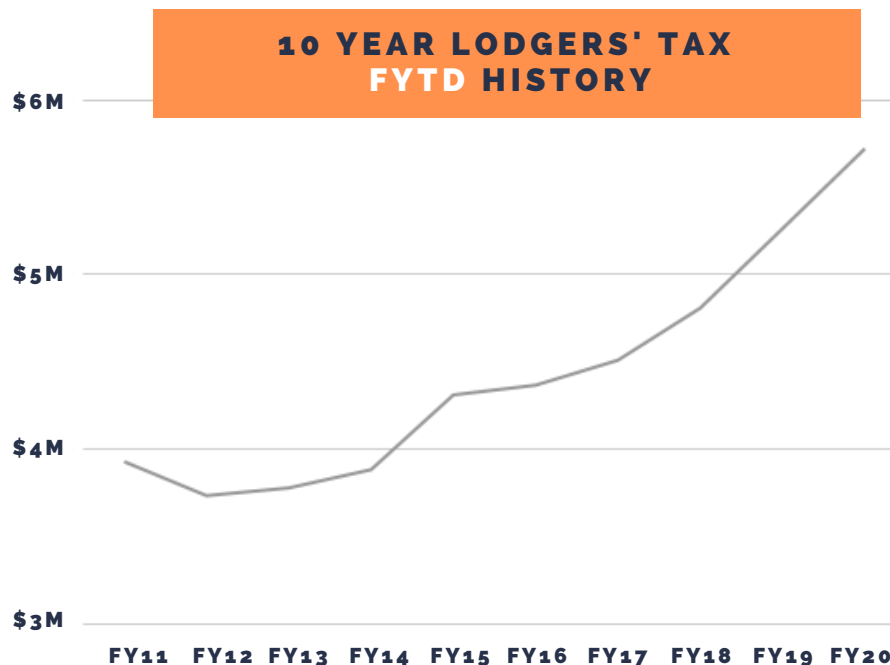
Short-Term Rentals



Non
96.5%

Short-term Rentals as
a % of FYTD Revenue

**As of October 2019, HomeAway/VRBO collections began in addition to Airbnb*

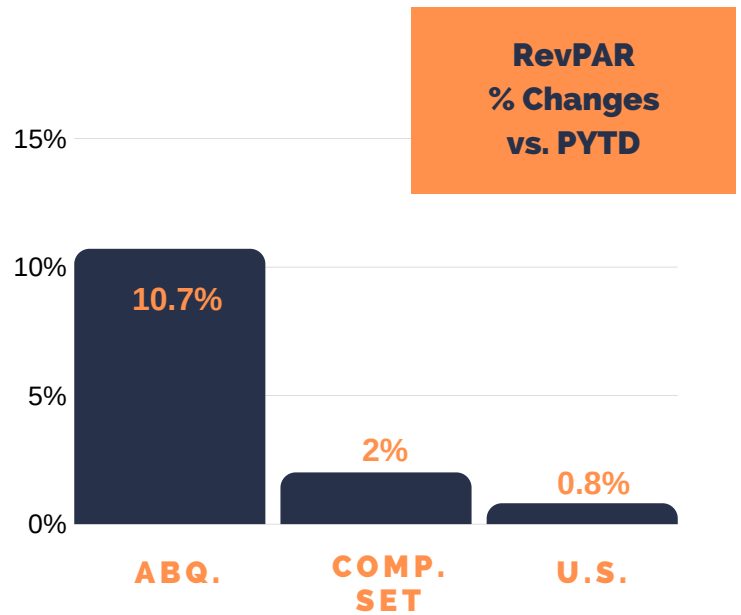
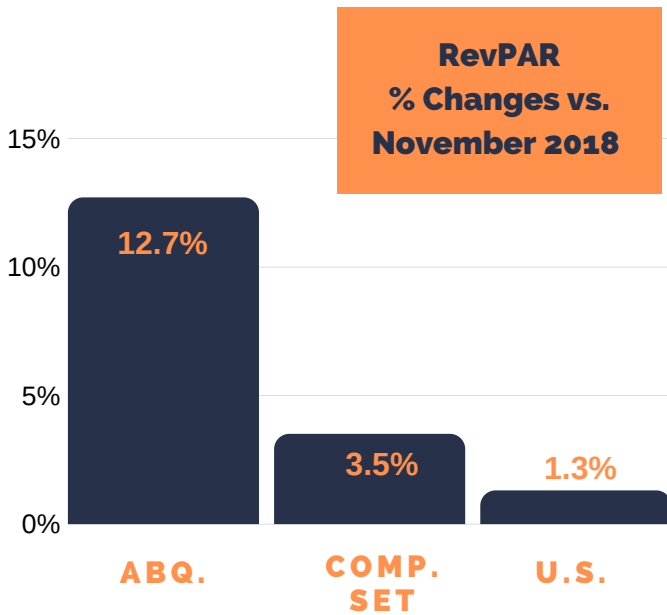


Source: City of Albuquerque



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	69.2%	+5.1%	\$89.92	+5.4%	+10.7%	+3.7%
Comp. Set Average	69.2%	+0.6%	\$115.80	+1.4%	+2%	not available
U.S. Average	67.2%	-.1%	\$131.53	+0.9%	+0.8%	+1.9%



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	75.5%	+5.5%	\$127.39	+4%	+9.7%
Uptown	74.1%	+4.8%	\$109.98	+5.8%	+10.8%
Airport	79.2%	+0.2%	\$102.90	+8%	+8.2%
Northern Corridor	70%	+5.8%	\$110.26	+6.1%	+12.2%

*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

28

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$11.2M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

25,712

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



289

FYTD VS. PYTD

+ 2.5%

Mtgs. & Conventions
35%



Sporting Events
65%

Month's Room Nights
Booked by Event Type

RECENT • UPCOMING TRADESHOWS & INDUSTRY MEETINGS



NOVEMBER

11-14: TEAMS CONFERENCE & EXPO, ANAHEIM, CA

**13-16: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS
ANNUAL MEETING, NEW ORLEANS, LA**

DECEMBER

**8-12: NATIONAL TOUR ASSOCIATION ANNUAL CONVENTION, FORT
WORTH, TX**

**16: DESTINATIONS INTERNATIONAL CONVENTION SALES &
LEADERSHIP FORUM, CHICAGO, IL**

17: HOLIDAY SHOWCASE, CHICAGO, IL

JANUARY

5-8: PCMA CONVENING LEADERS, SAN FRANCISCO, CA

10-12: EVENT SERVICE PROFESSIONALS ASSOCIATION, DENVER, CO

**26-29: INDEPENDENT PLANNERS EDUCATION CONFERENCE, ST. PETE
BEACH, FL**

FEBRUARY

3-6: RELIGIOUS CONFERENCE MGMT. ASSOCIATION, IRVING, TX

5: DESTINATIONS SHOWCASE, WASHINGTON, D.C.

19-21: CONNECT DIVERSITY, KISSIMMEE, FL

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ALBUQUERQUE

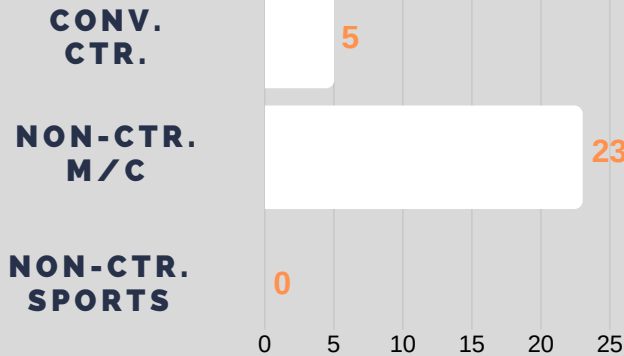
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

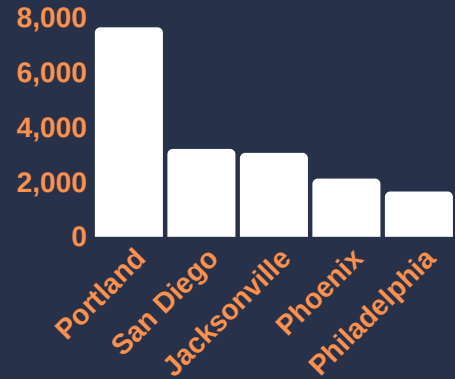
LOST BUSINESS

MONTH'S TOTAL LOSSES

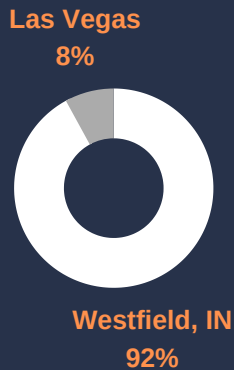
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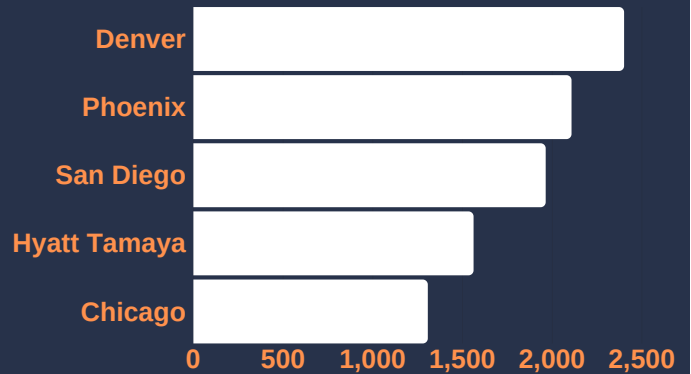
Most Room Nights Lost To (FYTD Conv. Ctr. Events)



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



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



Reoccurring Convention Center Lost Business Reasons

% of Room Nights Lost

Perceived Destination Desirability	26%
Preferred Location Available	11%
Did Not Make the Shortlist	11%
Transportation/Accessibility Issues	9%

MONTH'S ROOM NIGHTS LOST
15,510

MONTH'S ATTENDEES LOST
8,048

MONTH'S DIRECT SPEND LOST
\$6.48M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

1



FYTD MEMBERSHIP

715

VS. PYTD

+1.1%

FYTD REVENUE

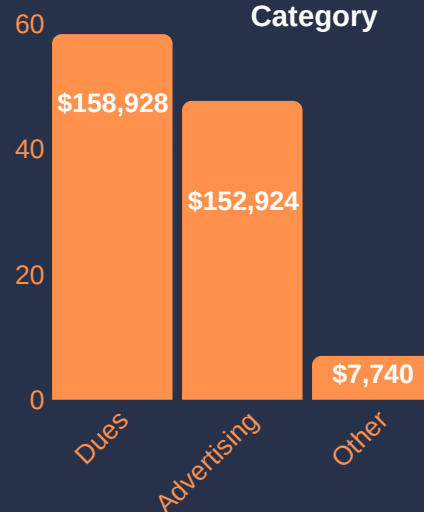
\$319,592

VS. PYTD

+19%

Thousands

FYTD Revenue by
Category



PARTNER EVENTS THIS MONTH

3

12/8: ACE Training for RailRunner Employees
12/11: Quarterly Meeting/Holiday Party
12/17: ACE Training



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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+)

80%

December article in
the Washington Post
BP Score: 120

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

83+M

CORRESPONDING
PUBLICITY VALUE

\$476,833



Photos by (clock center) and Adria Malcom for the Washington Post

You're going where?

Albuquerque

FEATURED MEDIA EFFORTS

12/2: New Mexico is the best place in the US for a winter road trip - Matador Network

12/4: ABQ 365 previews holiday events in the metro - KRQE (broadcast and online)

12/6: Go There: An Arts and Culture Weekend in Albuquerque - Livability

12/11: ABQ 365 highlights upcoming holiday-themed markets, contests, and theatre performances - KRQE (broadcast and online)

12/12: You're going where? Albuquerque - The Washington Post (print and online; syndicated)

12/20: Old Town gets new visitor center - KRQE (broadcast and online)

12/21: Best Holiday Light Displays Across the U.S. - Forbes

12/26: ABQ 365 highlights New Year's Eve celebrations around the metro - KRQE (broadcast and online)

12/27: Enjoy the simple life at these 10 agritourism farm stays around the world - Lonely Planet

Local Media

National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"FIND A WINTER WONDERLAND OF FUN IN ALBUQUERQUE"	138,928 LEISURE CONTACTS	5.8%	14%
"CMU VS SDSU FOR THE 2019 NEW MEXICO BOWL!"	5,457 LEISURE CONTACTS	10%	13%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

29,907

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 **130,752**

 **59,022**

 **30,757**


**HIGH
ENGAGEMENT POST
OF THE MONTH**

 Visit Albuquerque
@VisitABQ

It's no surprise that @Forbes includes the @ABQBioPark's River of Lights as one of the best holiday light displays across the Unites States! You still have through December 30 to experience the magic.
[#TrueABQ](#) [#VisitABQ](#) forbes.com/sites/micheleh...



10:55 AM · Dec 26, 2019 · Twitter Web App

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS



12/20: City COO Lawrence Rael and Councilor Isaac Benton joined us for our Old Town Visitor Center ribbon cutting ceremony

12/4: Larry Atchison hosted a site visit for the National Association of State Directors of Migrant Education

12/12: Brenna Moore attended a Google-DMO Partnership Program workshop hosted by the NMTD in Santa Fe

12/13: Tania Armenta and Trisha Terhar attended the Allegiant Air Community Engagement Breakfast

12/18: We hosted our Quarterly Meeting/Holiday Party at Isleta Resort & Casino, which included a celebration of Denise Suttle's career

12/18: Liz Burnam was interviewed by NM PBS about the Old Town Visitor Center

Events Hosted by Visit Albuquerque

12/8: ACE Training
12/11: Quarterly Meeting • Holiday Party
12/16: Volunteer Holiday Luncheon
12/17: ACE Training
12/19: Executive Committee Meeting
12/20: Old Town VC Ribbon Cutting



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