

# February 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. DECEMBER 2019

**-47.5%**

VS. PYTD

**-55.7%**

## AVERAGE HOTEL OCCUPANCY

VS. JANUARY 2020

**-10.7%**

VS. PYTD

**-10.7%**

## AVERAGE DAILY RATE

VS. JANUARY 2020

**-18.3%**

VS. PYTD

**-18.3%**

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

## JANUARY 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**

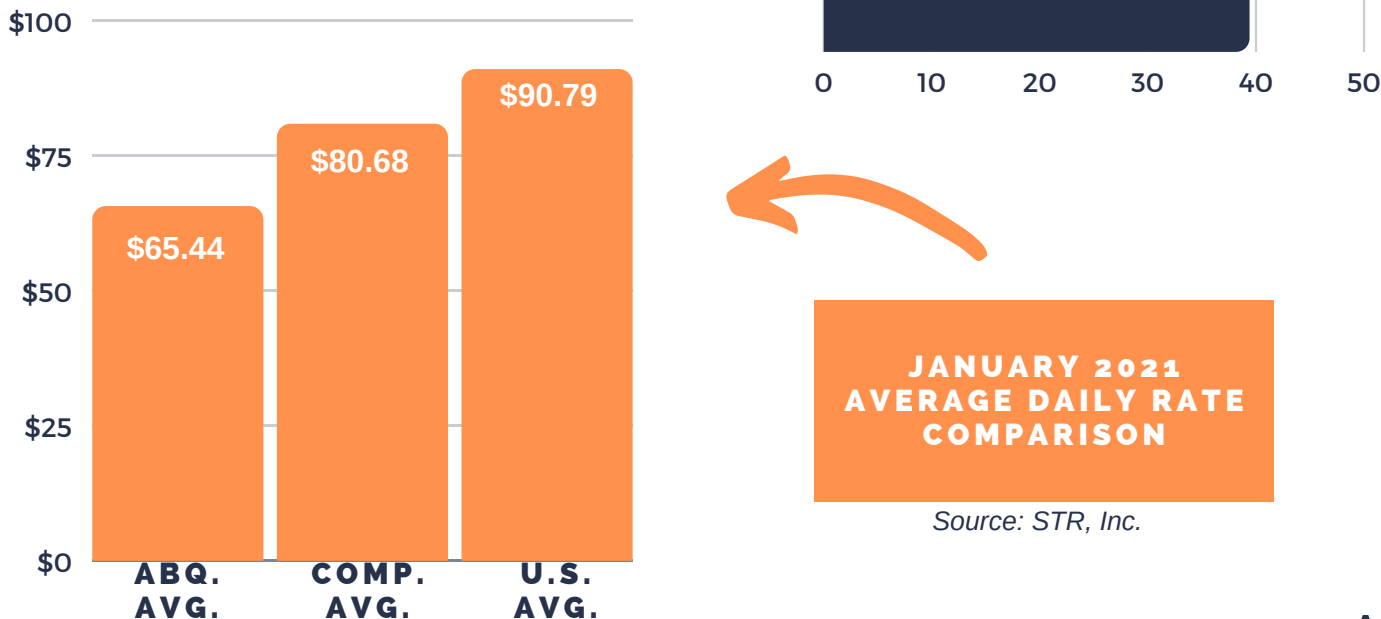
45.4%

**COMP. AVERAGE**

44.7%

**U.S. AVERAGE**

39.3%



## JANUARY 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# February 2021 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL JANUARY  
ENPLANED PASSENGERS**

**52,224**

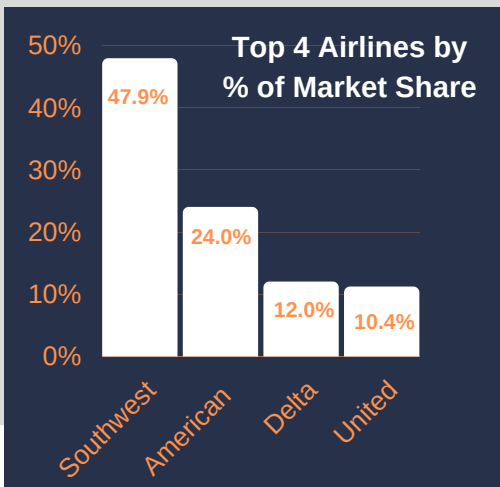
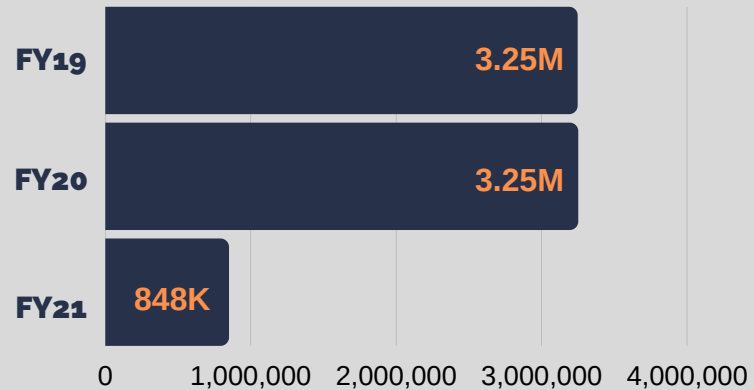


**TOTAL JANUARY  
DEPLANED PASSENGERS**

**51,118**

**VS. JANUARY 2021  
TOTAL PASSENGERS**  
**-71.1%**

**FYTD TOTAL  
PASSENGERS**



**TOTAL JANUARY LEISURE &  
HOSPITALITY EMPLOYMENT**

**\* 31,600**

**VS. JANUARY 2020**  
**-27.7%**

**CYTD VS. PYTD**  
**-27.7%**

Source: Bureau of Labor Statistics


\*Preliminary BLS figure

# February 2021 Destination Dashboard

**FEBRUARY  
 BUSINESS  
 OCCURRING**




	Feb '21	% Change vs. Feb '20	% Change vs. PYTD
# of Meetings/Events	0	-100%	-94.3%
Room Nights	0	-100%	-99.5%
Attendance	0	-100%	-98.7%
Direct Spend	\$0	-100%	-99.5%



**FUTURE CITYWIDE\*  
 EVENTS BOOKED FYTD**

NEW	TOTAL
3	4
<b>ATTENDEES</b> 4,650	<b>ATTENDEES</b> 5,650
<b>ROOM NIGHTS</b> 8,374	<b>ROOM NIGHTS</b> 8,860
<b>DIRECT SPEND</b> \$5.2M	<b>DIRECT SPEND</b> \$5.6M



**FUTURE NON-CITYWIDE  
 EVENTS BOOKED FYTD**

<b>TOTAL</b>	50
<b>ATTENDEES</b>	16,714
<b>ROOM NIGHTS</b>	18,430
<b>DIRECT SPEND</b>	\$9.0M

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

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



<b># OF EVENTS</b>	13	<b>ATTENDEES</b>	4,929
<b>ROOM NIGHTS</b>	5,608	<b>DIRECT SPEND</b>	\$3.3M

# February 2021 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 54  
PYTD: 163 ▼ -66.9%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 27,290  
PYTD: 130,429 ▼ -79.1%

## FUTURE ATTENDANCE BOOKED

FYTD: 22,364  
PYTD: 188,729 ▼ -88.2%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$14.6M  
PYTD: \$55.9M ▼ -73.9%

## ADVERTISING IMPRESSIONS

FYTD: 38.7M  
PYTD: 75.5M ▼ -48.7%

## WEBSITE USER SESSIONS

FYTD: 873,815  
PYTD: 1,571,564 ▼ -44.4%

## VISITOR GUIDE FULFILLMENT

FYTD: 6,779  
PYTD: 20,624 ▼ -67.1%

## VISITOR CENTER TRAFFIC

FYTD: 885  
PYTD: 97,733 ▼ -99.1%

## ACE TRAINEES

FYTD: 0  
PYTD: 152 ▼ -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: 225,807  
PYTD: 221,959 ▲ +1.7%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 174,375  
PYTD: 324,468 ▼ -46.3%

## FYTD EARNED MEDIA COVERAGE\*

Travel Articles Generated

43

Circulation/Reach  
211,357,992

Publicity Value  
\$4.3M

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

## SALES FAMILIARIZATION & SITE TOURS

FYTD: \*10  
PYTD: 72 ▼ -86.1%

\*FYTD Includes 6 Virtual Site Tours

## FY21 MEDIA SITE VISITS

0

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

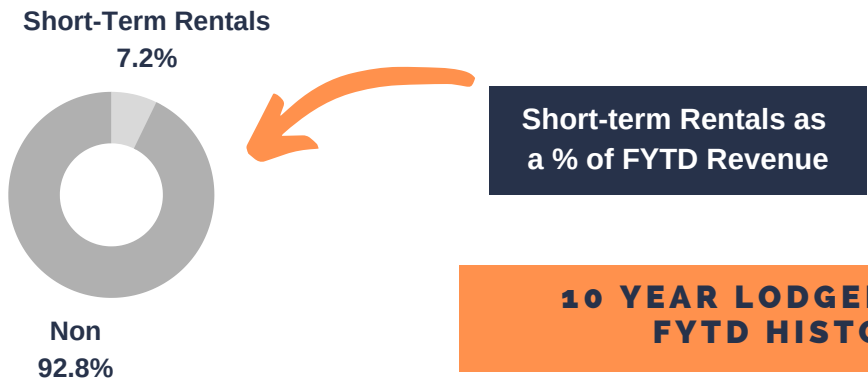
# February 2021 President's Report

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

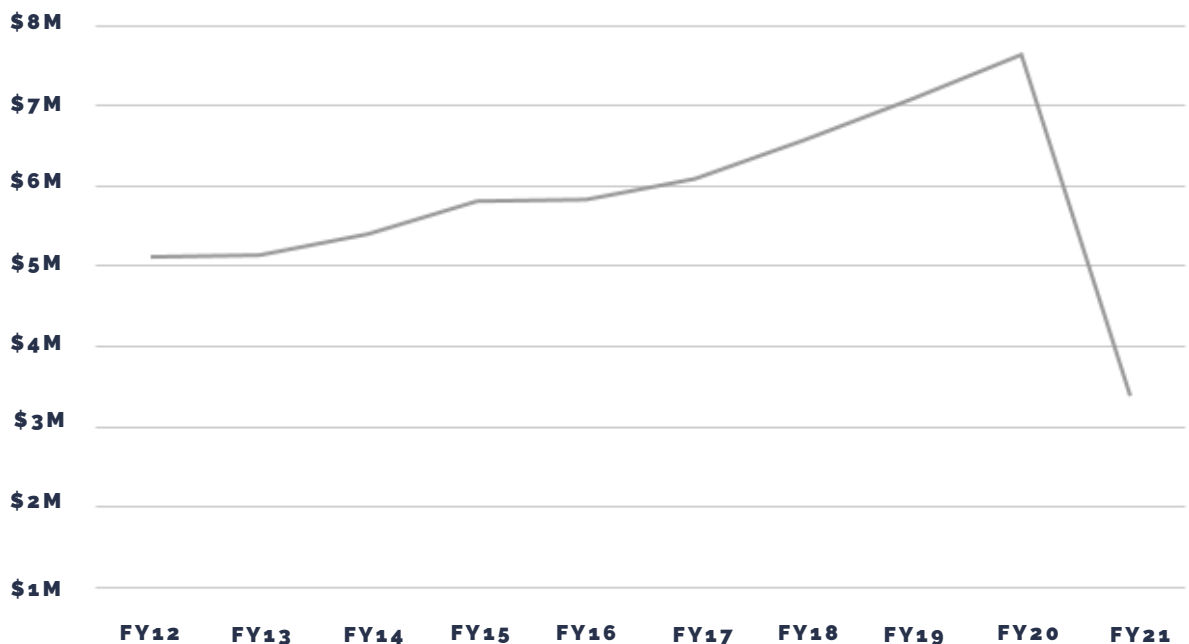
	VS. DEC 2019	VS. PYTD
<b>TOTAL DECEMBER 2020 REVENUE</b> \$464,220.26	▼ -47.5%	▼ -55.7%
<b>*SHORT-TERM RENTALS ONLY</b> \$36,888.29	▼ -20.9%	▼ -15.0%
<b>MINUS SHORT-TERM RENTALS</b> \$427,331.97	▼ -49.0%	▼ -57.3%



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



### 10 YEAR LODGERS' TAX FYTD HISTORY



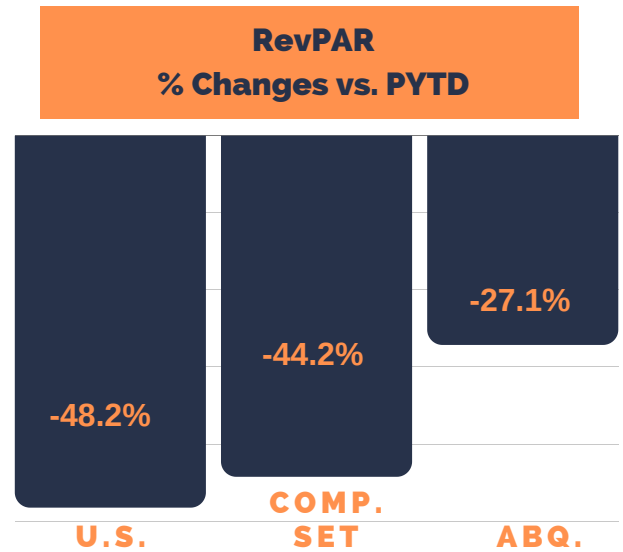
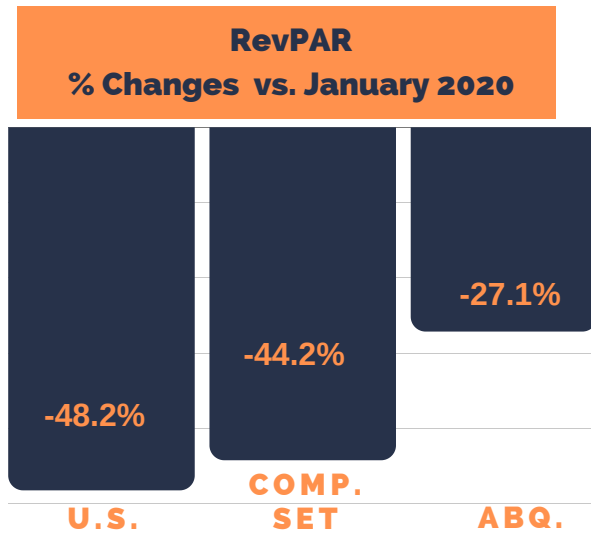
Source: City of Albuquerque



# 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	<b>45.4%</b>	<b>-10.7%</b>	<b>\$65.44</b>	<b>-18.3%</b>	<b>-27.1%</b>	<b>-16.0%</b>
*Comp. Set Average	<b>44.7%</b>	<b>-23.4%</b>	<b>\$80.68</b>	<b>-25.2%</b>	<b>-44.2%</b>	not available
U.S. Average	<b>39.3%</b>	<b>-28.3%</b>	<b>\$90.79</b>	<b>-27.8%</b>	<b>-48.2%</b>	<b>-29.7%</b>

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



## Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	<b>21.3%</b>	<b>-61.1%</b>	<b>\$109.76</b>	<b>-4.9%</b>	<b>-63.0%</b>
Uptown	<b>21.6%</b>	<b>-61.3%</b>	<b>\$92.39</b>	<b>-11.4%</b>	<b>-65.7%</b>
Airport	<b>31.6%</b>	<b>-45.4%</b>	<b>\$74.53</b>	<b>-20.7%</b>	<b>-56.7%</b>
Northern Corridor	<b>25.6%</b>	<b>-51.1%</b>	<b>\$83.26</b>	<b>-19.8%</b>	<b>-60.8%</b>

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.  
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# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL  
EVENT BOOKINGS

5

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$3.9M

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

6,387

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



107

FYTD VS. PYTD

-72.4%

Mtgs. & Conventions  
31.2%



Sporting Events  
68.8%

Month's Room Nights  
Booked by Event Type

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### FEBRUARY:

8: MPI CHICAGO MEMBERSHIP MONDAY VIRTUAL EVENT  
16: SIMPLEVIEW 2021 VIRTUAL KEYNOTE  
23: NATIONAL COALITION OF BLACK MEETING  
PROFESSIONALS, FOUNDERS DAY VIRTUAL EVENT  
25-26: TTRA GREATER WESTERN CHAPTER VIRTUAL  
ANNUAL CONFERENCE

### MARCH:

19: PCMA LEADERS CALL

### APRIL:

8: GLOBAL MEETINGS INDUSTRY DAY  
21-23: INDEPENDENT PLANNER EDUCATION CONFERENCE,  
LOUISVILLE, KY

. VISIT .

ALBUQUERQUE

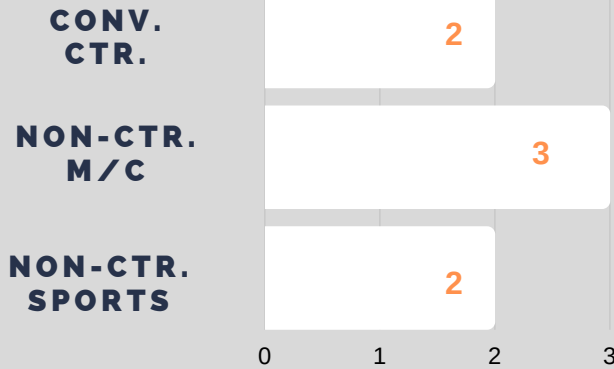
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# CONVENTION SALES, SERVICES & SPORTS (CONT.)

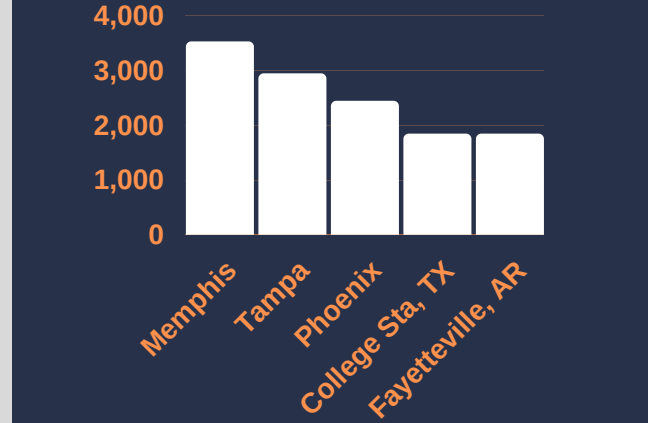
## LOST BUSINESS

### MONTH'S TOTAL LOSSES

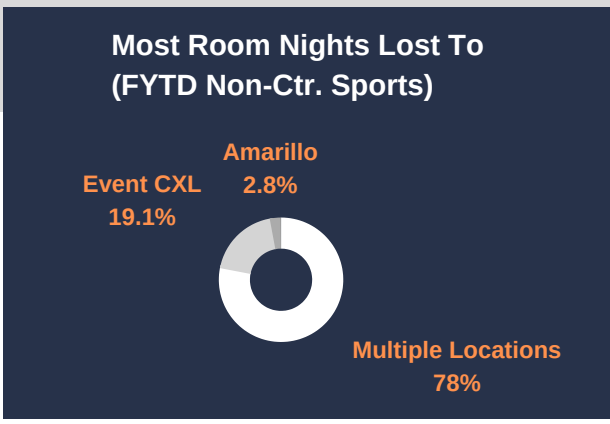
7



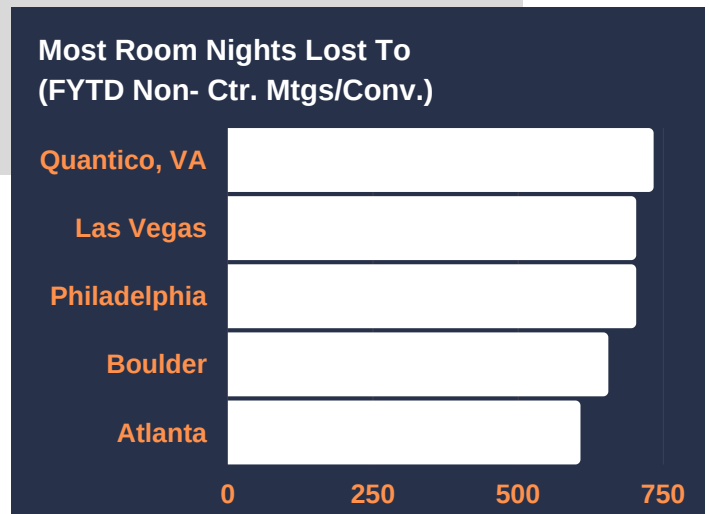
### Most Room Nights Lost To (FYTD Conv. Ctr. Events)



### 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 FYTD

% of Room Nights Lost

COVID-19	56%
Rotational Issues	17%
Insufficient Local Infrastructure	10%

**MONTH'S ROOM NIGHTS LOST**  
7,366

**MONTH'S ATTENDEES LOST**  
6,077

**MONTH'S DIRECT SPEND LOST**  
\$2.9M

. VISIT .

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# PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

0



FYTD MEMBERSHIP

635

VS. PYTD

-11%

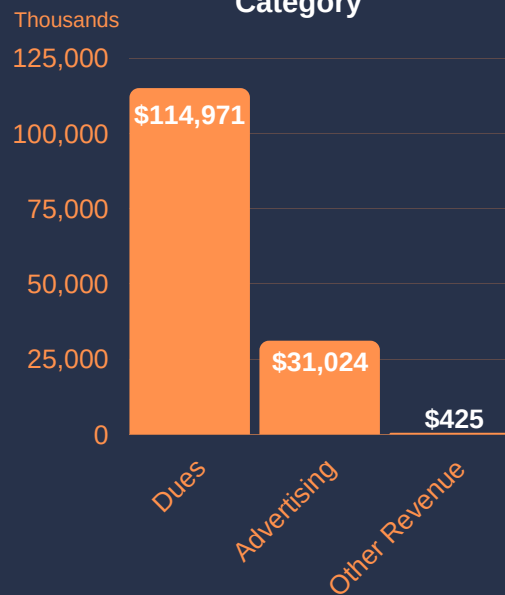
FYTD REVENUE

\$146,421

VS. PYTD

-63%

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

4

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

100%



The Group Travel Leader  
magazine article  
BP Score: 90

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

3M

CORRESPONDING  
PUBLICITY VALUE

\$323K



## FEATURED MEDIA EFFORTS

**2/1: A Perfect Palette - The Group Travel Leader (print and online (titled "Embrace the colors of New Mexico"))**

**2/1: Route 66 Renaissance - American Way**

**2/11: Youth Programming, Museum, BioPark See Capacity Increases Under New Yellow Guidelines - KKOB (broadcast and online)**

**2/11: Keller highlights success of getting to yellow, but says green is 'a long way off' - KOB (broadcast and online)**

**2/11: ABQ 365 highlights ways to make Valentine's Day special - KRQE (broadcast and online)**

**2/13: 10 Elevated High Tea Experiences That Would Make Marie Antoinette Jealous- Parade**

**2/25: Tourism industry hopes for a jolt as COVID-19 restrictions ease - KOB (broadcast and online)**

**2/26: TrueABQ Challenge ends Sunday - KRQE (broadcast and online)**

Local Media  
National Media

.VISIT.  
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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

**"SUPPORT BLACK-OWNED BUSINESSES IN ALBUQUERQUE THIS FEBRUARY"**

**123,772 LEISURE CONTACTS**

**11.7%**

**CLICK-TO-OPEN RATE**

**5.7%**

**"SUPPORT BLACK-OWNED BUSINESSES IN ALBUQUERQUE THIS FEBRUARY"**

**3,042 LOCAL CONTACTS**

**22.7%**

**16%**

## TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

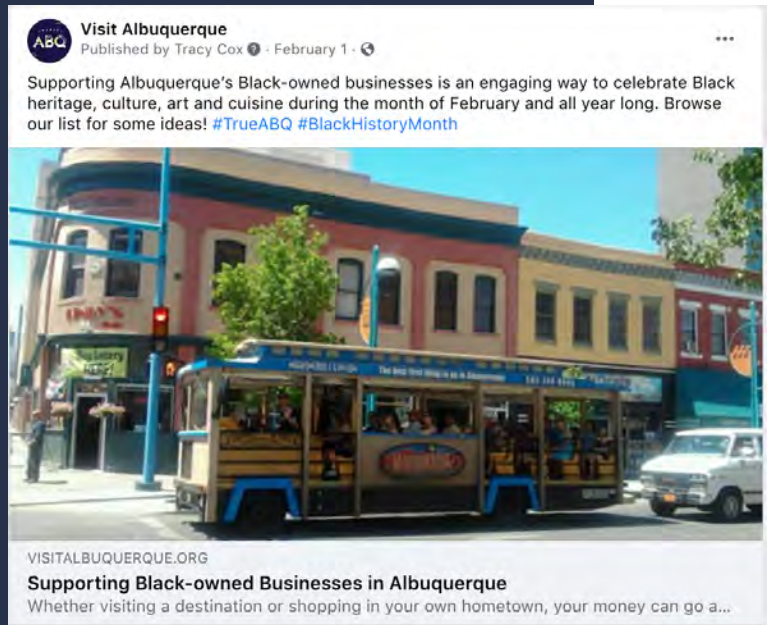
**22,455**

### SOCIAL MEDIA FOLLOWERS BY PLATFORM

**f 129,226**

**t 58,082**

**i 38,499**



**visitabq** We loved seeing snowy Albuquerque through your lens this week! Don't forget to use #TrueABQ and tag us in any and all of your beautiful ABQ captures.



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**ALBUQUERQUE**

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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

**2/1, 8, 15 & 22:** Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference

**2/25:** Attended Lodgers' Tax Advisory Board Meeting via video conference

**2/10:** Tania Armenta attended Economic Forum via video conference

**2/25:** Tania Armenta interview with KOB on reduced restrictions and what the move means for tourism

**2/4, 11, 18 & 25:** Tania Armenta attended the NM Tourism DMO Task Force meetings via video conference

**2/23:** Tania Armenta attended the International Women's Forum New Member meeting

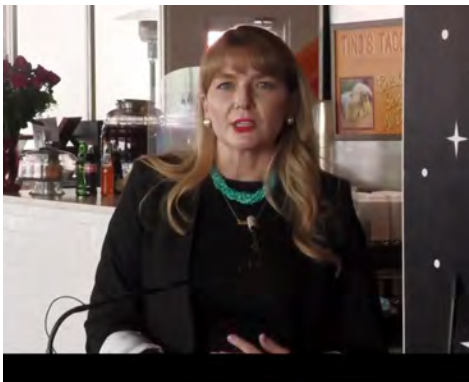
**2/15:** Tania Armenta interview with KRQE on lifted quarantine restrictions

**2/22-23:** Tabitha Stallworth hosted a site tour with Civitan International looking at ABQ for their 2022 Annual Conference

**2/16 & 23:** Angela Gandy hosted additional venue sites with USA Cycling for the 2021 & 2022 Masters Road National Championships

**2/18:** Attended GAHLA virtual meeting

**2/18:** Tania Armenta attended the New Mexico Hospitality Association Board Meeting via video conference



**Tania Armenta joins Mayor Tim Keller during press conference on ABQ moving to "yellow"**

## Events Hosted by Visit Albuquerque

- 2/4:** DOS meeting via video conference
- 2/11:** DOS meeting via video conference
- 2/18:** Visit Albuquerque Executive Committee meeting via video conference
- 2/18:** DOS meeting via video conference
- 2/18:** Downtown DOS meeting via video conference

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# ALBUQUERQUE

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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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# ALBUQUERQUE

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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.**

**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. Updated chart provided on next page.**

**FEBRUARY 2021**

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# RED-TO-TURQUOISE FRAMEWORK

**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%.

**TURQUOISE:** Green Level maintained for two consecutive biweekly map updates.

	RED	YELLOW	GREEN	TURQUOISE
<b>Mass gathering limit</b>	5 people 40 vehicles	10 people 80 vehicles	20 people 120 vehicles	150 people 200 vehicles
<b>Places of lodging that are NM Safe Certified</b>	40% of max occupancy	60% of max occupancy	75% of max occupancy	No restrictions
<b>Places of lodging that are not NM Safe Certified</b>	25% of max occupancy	33% of max occupancy	40% of max occupancy	50% of max capacity
<b>Vacation rentals</b>	5 guests maximum	5 guests maximum	10 guests maximum	15 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	75% of max capacity
<b>Indoor dining at food and drink establishments</b>	Not permitted	33% 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	75% of max capacity if NM Safe Certified; not allowed otherwise
<b>Bars and clubs</b>	Closed	Closed	25% of max capacity of any outdoor space; indoor closed	33% max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
<b>Large entertainment venues</b>	Closed	25% of max capacity of any outdoor space on the premises; 25% of max capacity of any indoor space ONLY for purposes of recording and broadcasting (live, in-person audiences not permitted indoors)	25% of max capacity of any indoor or enclosed space; 50% of max capacity of outdoor spaces	33% of max capacity for any indoor or enclosed space; 75% of max capacity of outdoor spaces
<b>Essential retail businesses</b>	25% of max occupancy	33% of max occupancy	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
<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	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	33% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
<b>Houses of worship</b>	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity
<b>Recreational facilities</b>	25% of max capacity of any outdoor spaces on the premises; indoor closed; amusement parks closed	33% of max capacity of any outdoor spaces on the premises; indoor closed	25% of max capacity of any indoor or enclosed space; 50% of max capacity of any outdoor space	50% of max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
<b>Outdoor recreational facilities</b>	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	33% 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	75% of max capacity
<b>All other businesses</b>	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity indoors; no restriction on outdoor spaces

Updated 2/24/21