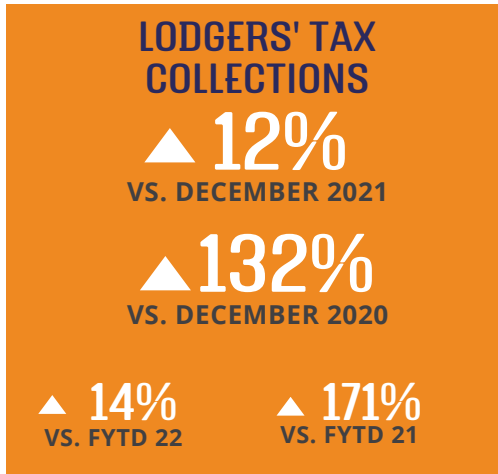
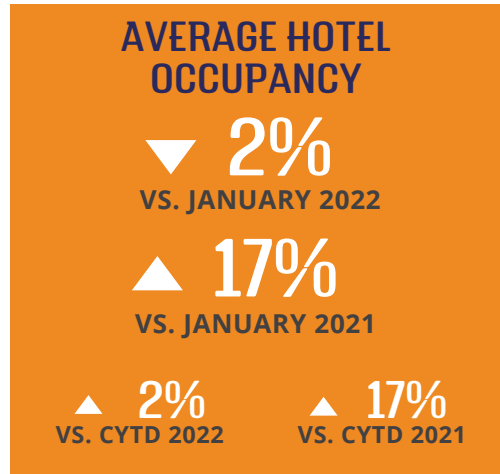


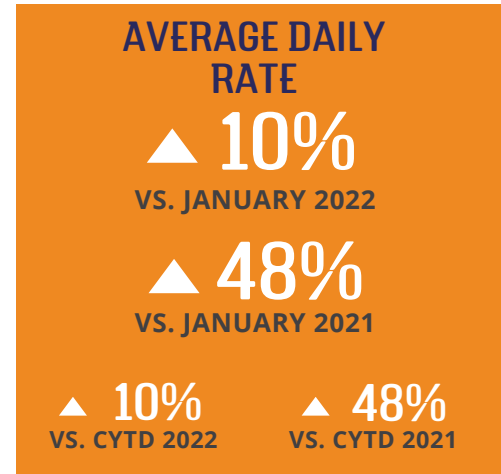
February 2023 Destination Dashboard



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 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

52%

COMP. SET AVERAGE

56%

U.S. AVERAGE

53%

0 20 40 60

Source: STR, Inc.

JANUARY 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$96.74

COMP. SET AVERAGE

\$128.90

U.S. AVERAGE

\$142.14

0 50 100 150

Source: STR, Inc.

FEBRUARY 2023 Destination Dashboard

JANUARY 2023 - SUNPORT AIRLINE METRICS

325,866
TOTAL PASSENGERS

▲ **22%**

VS. JANUARY 2022
TOTAL PASSENGERS

▲ **215%**

VS. JANUARY 2021
TOTAL PASSENGERS



TOTAL JANUARY
DEPLANED PASSENGERS

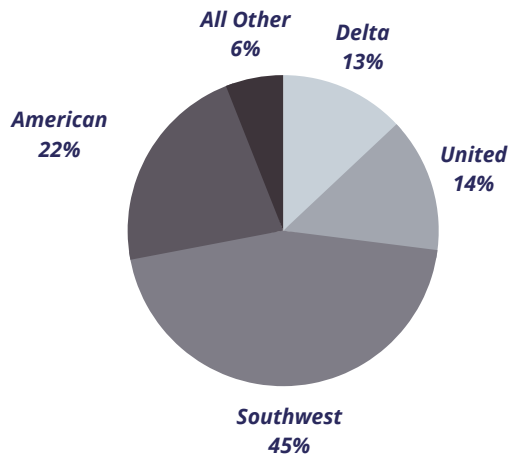
162,174

TOTAL JANUARY
ENPLANED PASSENGERS

163,692



AIRLINES BY % OF MARKET SHARE



5-YR FYTD TOTAL PASSENGERS

FY19 3,245,898

FY20 3,150,012

FY21 848,469

FY22 2,447,280

FY23 2,891,807

Source: Albuquerque International Sunport

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

43,400

TOTAL JANUARY 2023 LEISURE &
HOSPITALITY EMPLOYMENT

▲ **5%**

VS. JANUARY 2022

▲ **43%**

VS. JANUARY 2021

42.7K
JAN. 2019

43.7K
JAN. 2020

41.4K
JAN. 2022

43.4K
JAN. 2023

30.3K
JAN. 2021

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

February 2023 Destination Dashboard

FEBRUARY BUSINESS OCCURRING	FEB '23	FEB '22	% CHANGE VS. FEB '22	% CHANGE VS. FEB '21
# OF MEETINGS/EVENTS	27	21	29% ▲	N/A
ROOM NIGHTS	15,496	14,290	8% ▲	N/A
ATTENDANCE	32,049	26,434	21% ▲	N/A
DIRECT SPEND	\$7,279,336	\$7,020,685	4% ▲	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	3	19	-34% ▼	375% ▲
ROOM NIGHTS	5,526	31,964	-36% ▼	261% ▲
ATTENDANCE	3,829	51,919	-42% ▼	891% ▲
DIRECT SPEND	\$2,724,735	\$15,123,199	-32% ▼	171% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	81	117	23% ▲	134% ▲
ROOM NIGHTS	23,028	33,883	24% ▲	84% ▲
ATTENDANCE	19,668	49,045	34% ▲	193% ▲
DIRECT SPEND	\$11,376,993	\$17,206,409	46% ▲	91% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	67	40,762	
	SPORTING EVENTS	ROOM NIGHTS	
	84,264	\$19.9M	
	ATTENDEES	DIRECT SPEND	

COVID-19 IMPACT:

Since March 2020, the overall pace of booking future meetings, conventions, and sporting events has slowed. Nationally the industry is experiencing a delayed recovery with the expectation of returning to pre-pandemic volume by 2024.

FEBRUARY 2023 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
FUTURE EVENTS BOOKED	136	124	10% ▲	54	152% ▲
FUTURE ROOM NIGHTS BOOKED	65,847	77,375	-15% ▼	27,290	141% ▲
FUTURE ATTENDANCE BOOKED	100,964	126,499	-20% ▼	22,364	351% ▲
FUTURE DIRECT SPEND	\$32,329,608	\$34,109,835	-5% ▼	\$14,585,792	122% ▲
GROUP TOURS**	80	129	-38% ▼	0	N/A
GROUP TOUR ROOM NIGHTS**	5,326	9,800	-46% ▼	0	N/A

MARKETING	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
ADVERTISING IMPRESSIONS	375,130,809	231,018,372	62% ▲	38,741,384	868% ▲
WEBSITE USER SESSIONS	1,704,238	1,694,389	1% ▲	873,815	95% ▲
SOCIAL MEDIA FOLLOWERS	270,023	242,405	11% ▲	225,807	20% ▲
VISITOR GUIDE FULFILLMENT	15,215	15,898	-4% ▼	6,779	124% ▲
VISITOR CENTER TRAFFIC	57,125	57,684	-1% ▼	122	4.9k% ▲
EARNED MEDIA TRAVEL ARTICLES	54	43	26% ▲	43	26% ▲
EARNED MEDIA CIRCULATION REACH	267,341,582	269,870,135	-1% ▼	211,357,992	26% ▲
EARNED MEDIA PUBLICITY VALUE	\$2,548,394	\$1,704,979	49% ▲	\$4,304,813	-41% ▼

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
SALES	28	26	8%	10	180%
MARKETING	12	16	-25%	0	N/A



*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

**Data reported is quarterly.

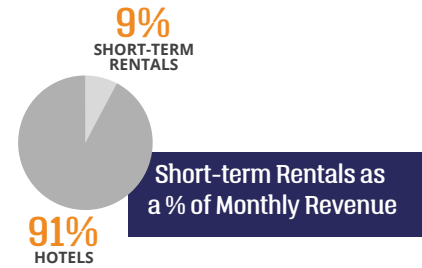
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

‡Does not include local coverage or syndications/additional pickups.

February 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Dec. '22	Dec. '21	
		TOTAL	% CHG
TOTAL REVENUE	\$1,076,649	\$965,066	12% ▲
SHORT-TERM RENTALS (STR)**	\$100,133	\$82,642	21% ▲
REVENUE MINUS STR	\$976,517	\$882,424	11% ▲

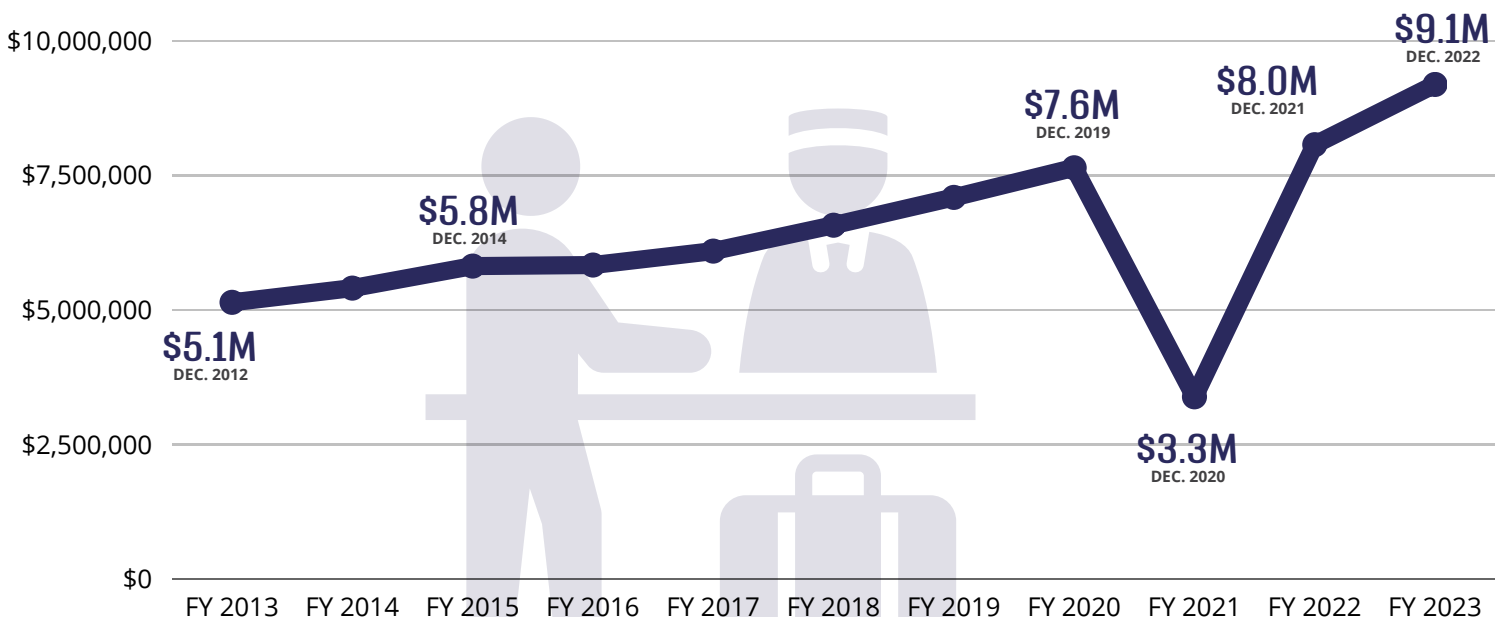


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22		FYTD vs. FYTD 21	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$9,187,427	\$8,068,661	21% ▲	\$3,385,809	171% ▲
SHORT-TERM RENTALS (STR)**	\$751,297	\$574,485	31% ▲	\$244,559	207% ▲
REVENUE MINUS STR	\$8,436,130	\$7,494,176	13% ▲	\$3,141,250	135% ▲

*Value rounded up to nearest dollar.

** Includes Airbnb, VRBO/Home Away, and short-term rentals collections.

LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



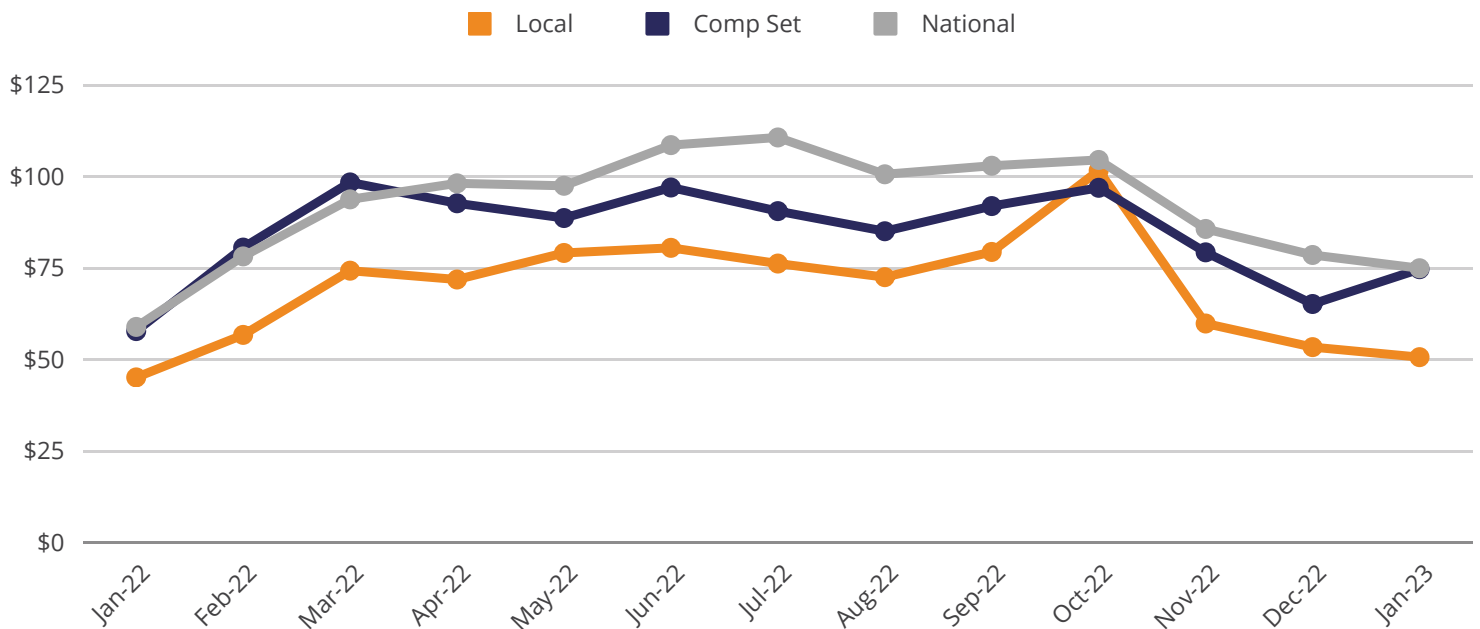


STR, INC. LODGING INDUSTRY REPORT - JANUARY 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	52%	2% ▲	\$96.74	10% ▲	\$50.72	12% ▲
COMP SET*	56%	11% ▲	\$128.90	14% ▲	\$74.75	27% ▲
UNITED STATES	53%	11% ▲	\$142.14	15% ▲	\$75.01	27% ▲

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

RevPAR: January 2022 - January 2023



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	35%	-12% ▼	\$148.67	16% ▲	\$52.38	2% ▲
UPTOWN	54%	52% ▲	\$117.74	5% ▲	\$63.25	59% ▲
AIRPORT	52%	10% ▲	\$100.77	3% ▲	\$52.63	13% ▲
NORTH I-25 CORRIDOR	48%	21% ▲	\$125.14	8% ▲	\$60.18	31% ▲

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Source: STR, Inc.

SALES, SERVICES & SPORTS - JANUARY 2023

16

MONTH'S TOTAL
EVENT BOOKINGS

\$5.1M

ESTIMATED DIRECT
SPEND GENERATED

10,517

MONTH'S TOTAL
ROOM NIGHTS BOOKED

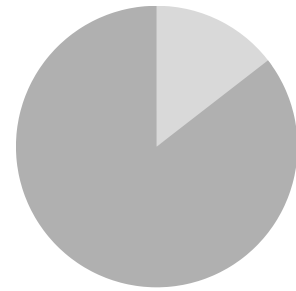
136

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▲ 10%
FYTD VS. FYTD 22

▲ 152%
FYTD VS. FYTD 21

85%
SPORTING
EVENTS



15%
MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

FEBRUARY:

- 13-15: DESTINATIONS INTERNATIONAL MARKETING & COMMUNICATIONS SUMMIT - NORFOLK, VA
- 18-19: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
- 25-26: TRAVEL & ADVENTURE SHOW - DENVER, CO

MARCH:

- 1-3: MIC COLORADO - DENVER, CO
- 7-9: BUSINESS EVENTS INDUSTRY WEEK - NATIONAL HARBOR, MD
 - 8: PCMA 2023 SHOWCASE
 - 9: DESTINATION INTERNATIONAL CONVENTION SALES AND SERVICES SUMMIT
- 21-24 - MEDIA MISSION - DENVER, CO
- 25: DESTINATION SHOWCASE - NATIONAL HARBOR, MD
- 29-31: DMA WEST TECH SUMMIT & VENDOR SHOWCASE - SALT LAKE CITY, UT
- 30: GLOBAL MEETINGS INDUSTRY DAY - ALBUQUERQUE, NM

APRIL:

- 1-2: TRAVEL & ADVENTURE SHOW - DALLAS, TX
- 3-5: VISIT ALBUQUERQUE SPRING FAMILIARIZATION TRIP - ALBUQUERQUE, NM
- 3-6: DESTINATIONS INTERNATIONAL CEO SUMMIT - VICTORIA, BC
- 10-14: CONNECT SPRING MARKETPLACE - LAS VEGAS, NV
- 11-13: ETOURISM SUMMIT - LAS VEGAS, NV
- 23-26: SIMPVIEW SUMMIT - HOUSTON, TX
- 24-27: MEDIA MISSION - LOS ANGELES, CA

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ALBUQUERQUE

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SALES, SERVICES & SPORTS (CONT.)

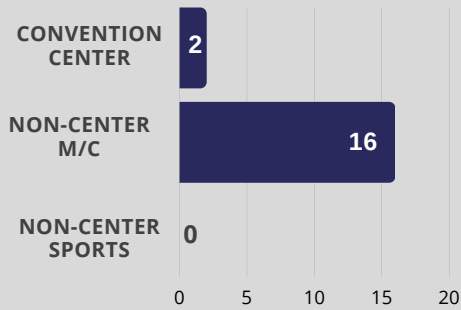
LOST BUSINESS

18
TOTAL LOST
EVENTS

11,130
LOST ROOM
NIGHTS

4,897
LOST ATTENDEES

\$5.4M
LOST EST. DIRECT
SPEND

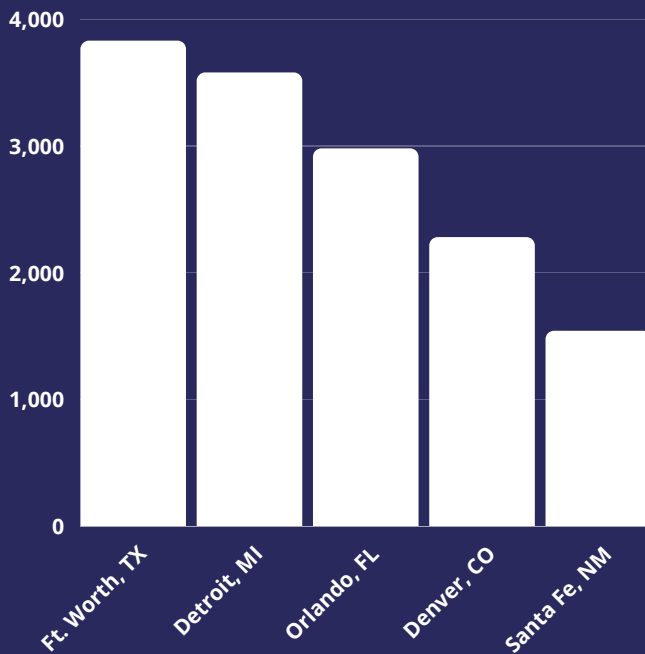


Convention Center Lost Business Reasons FYTD

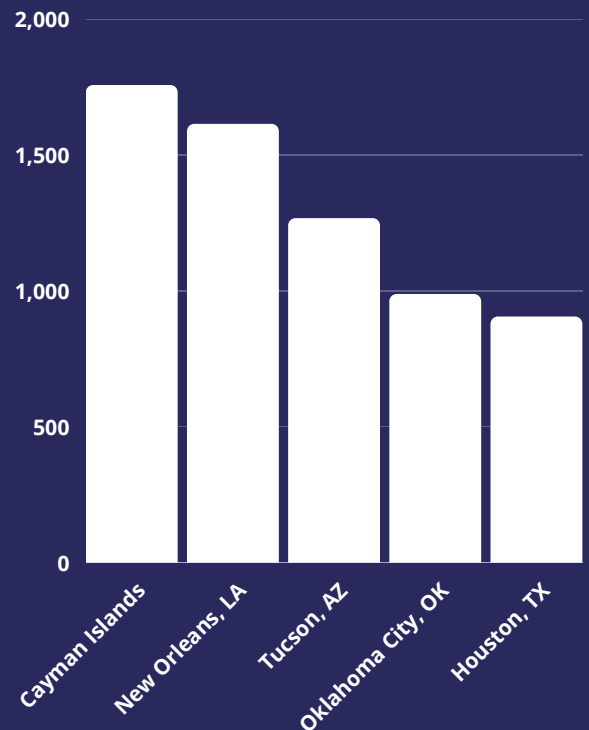
% of Room Nights Lost

Other Location(s) Preferred	53%
Insufficient Local Infrastructure	19%
Event Redesigned/Restructured	7%
Other	7%

Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - FEBRUARY 2023

ACTIVE PARTNERS BY CATEGORY

576

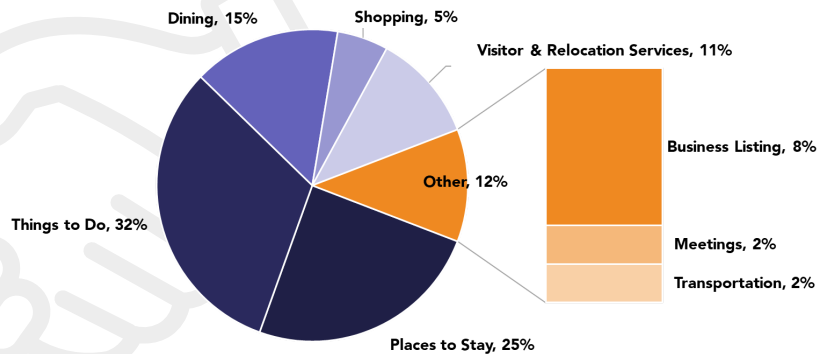
FYTD PARTNERSHIP

-7% ▼

VS. FY22

-9% ▼

VS. FY21



FYTD PARTNER REVENUE OVERVIEW

\$385,421

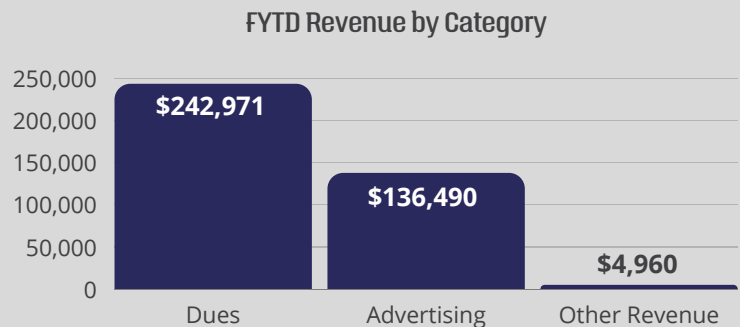
FYTD REVENUE

49% ▲

VS. FY22

163% ▲

VS. FY21



RECENT PARTNER EVENTS

ACE Training for Rio Metro Staff

43
ATTENDEES

ACE Training for Sheraton Uptown

27
ATTENDEES

ACE Training at National Museum of Nuclear Science & History

12
ATTENDEES

NEW PARTNER CORNER:

- Carol Grubbe LLC, Communication Made Simple
- Old Town Catering Company



UPCOMING PARTNER EVENTS

- Dia de Familia y Comunidad: Fiesta de Barelas, March 22, 2023 at the National Hispanic Cultural Center
- Business Exchange, April 13, 2023 at Hotel Zazz
- New Partner Orientation, April 19, 2023 at Visit Albuquerque

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

FEBRUARY AT-A-GLANCE

7

TRAVEL ARTICLES
GENERATED

28M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

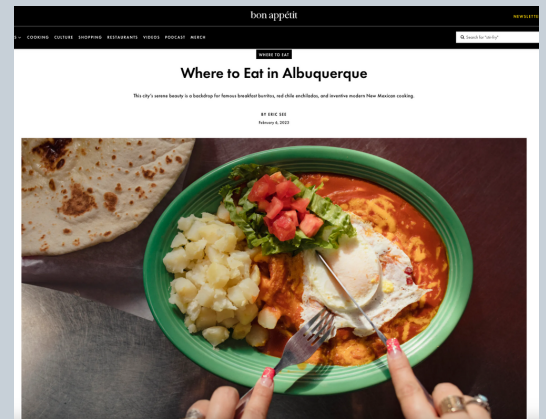
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$270K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Bon Appetit
BP Score: 127



FEATURED MEDIA EFFORTS*

2/1: New Mexico: Some Enchanted Meeting - Smart Meetings

2/6: Where to Eat in Albuquerque - Bon Appétit

2/7: Nostalgic Destinations With Retro Accommodations - WhereverFamily

2/10: Visit Albuquerque's local Valentine's Day gift guide - KRQE

2/15: Chase Ealey aims for record at USATF Indoor Championship - KRQE

2/16: Best 2023 Spring Break Destinations by Age Group - WhereverFamily

2/16: US Indoor Track and Field Championships: An American record is set here on Day One - Albuquerque Journal

2/21: 5 U.S. Cities You Don't Know, But Should - The Discoverer

2/23: 52 Quick Trips That Won't Break the Bank - Reader's Digest

2/24: 6 Outdoor Adventures for Spring Break in the United States - AFAR

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

2/8: "Spend Your Spring Break in Albuquerque"

113,339
LEISURE CONTACTS

OPEN RATE

31%

CLICK-TO-OPEN RATE

3%

2/24: "Exciting Spring Break Adventures for Everyone"

3,244
LOCAL CONTACTS

45%

9%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



132,009



59,196



51,151



24,584

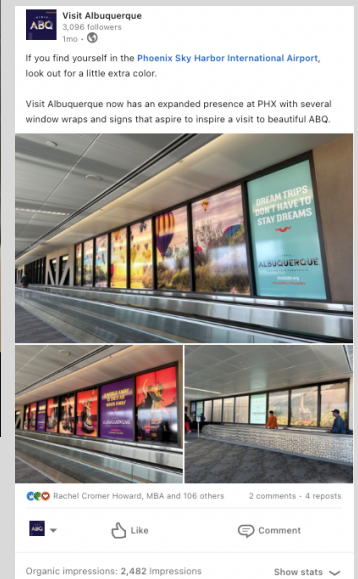
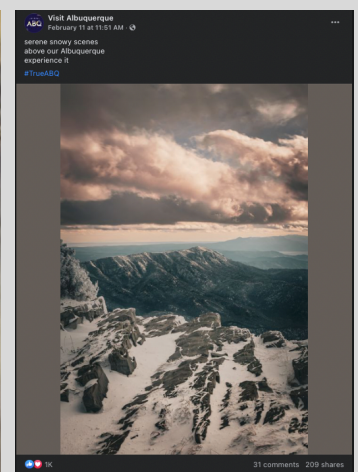
53,969

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

95

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



ALBUQUERQUE

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COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

FEBRUARY

Month-long

Tania Armenta attended New Mexico Hospitality Association Government Affairs Committee Meetings.

2

Tania Armenta attended the International Women's Forum of New Mexico - First Quarterly Meeting & Legislative Luncheon.

6

- Visit Albuquerque staff attended Tourism Day at the Legislature.
- Tania Armenta attended the 3rd Quarter New Mexico Tourism Commission Meeting.
- Tania Armenta attended the Albuquerque City Council Meeting to present plans for the Route 66 Centennial with Dr. Shelle Sanchez of the City's Department of Arts & Culture.

8

- Visit Albuquerque staff attended the Economic FORUM presentation by Gabe Mounce, Director, Tech Engagement Office, Air Force Research Lab in NM; Casey Anglada DeRaad, CEO, New Space New Mexico; & T.J. Cook, Fund Manager, Ingenuity Venture Fund @ CNM Ingenuity on Leading the Space Race in NM.
- Visit Albuquerque staff attended a meeting with the Downtown Arts & Culture District.

15

- Tania Armenta attended AREA Downtown Best Practices Series: Downtown OKC and Downtown Arlington, TX.
- Tania Armenta attended the Balloon Fiesta Board Directors Meeting.

18

Visit Albuquerque board, staff and clients attended the La Noche Encantada celebration hosted by the Hispano Chamber of Commerce.

23

- Liz Burnam attended the Violence Intervention on Downtown Public Safety ECHO meeting.
- Angela Gandy attended a meeting regarding the New Mexico Soccer Complex.
- Visit Albuquerque staff presented and attended the Lodgers' Tax Advisory Board Meeting.

27

Brenna Moore and Tania Armenta attended the 2023 Albuquerque Business First Bizwomen Mentoring Monday & Women of Influence Awards.

Events Hosted by Visit Albuquerque

2/3: ATMD Governance Committee Meeting

2/7: Board of Directors Meeting

2/15-18: USATF Indoor Championships

2/21: Executive Committee Meeting

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