

#GMID2022
#TrueABQ



THE POWER OF MEETINGS

Meetings matter to Albuquerque's economy.

Conferences, trade shows, conventions and other types of meetings have the power to generate millions of dollars in local spending and support thousands of jobs.

That's why Visit Albuquerque and the local hospitality industry have been working hard to bring meetings back to the city. We are making progress: The number of booked meetings bounced back by 108% in 2021 from their 2020 low. And 2022 looks even stronger than 2021, meaning positive momentum is on our side. The reality, though, is that we still have a lot of ground to make up before our numbers return to pre-pandemic levels.

It is clear that our city's hospitality industry will not fully recover until the meetings industry recovers. Our economy cannot rely on leisure tourism alone. Lodging, restaurants, attractions and retailers all depend on the boost that comes when meeting attendees visit Albuquerque.

Beyond their economic benefits, meetings also are essential to our personal and professional lives. In-person meetings are where relationships are built, business gets done and ideas emerge. They are where people learn, connect and find inspiration in ways that a virtual meeting will never replace.

For all these reasons, Visit Albuquerque is optimistic about the future of meetings. We are convinced that our industry and our city will emerge stronger, and we pledge to continue working side-by-side with our colleagues in the hospitality and meetings industry to bring meetings back to Albuquerque.

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

VisitABQ.org

MEETINGS MATTER TO ALBUQUERQUE



For this year's Global Meetings Industry Day, April 7, help spread the word about the importance of meetings. Reach out to friends and family who belong to organizations, clubs or associations, and encourage them to bring their meetings to Albuquerque.

Use the #GMID2022 and #TrueABQ hashtags on social media to show your support and to celebrate the power of meetings.



MEETINGS
MEAN
BUSINESS

GLOBAL
MEETINGS
INDUSTRY DAY

