

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD


JANUARY 2019

Fiscal Year July 1 - June 30

• UP 7.2% FYTD

- Nov '18: \$911,660
- Nov '17: \$957,907
- FYTD: \$6,208,505.34
- PYTD: \$5,790,667.32


Lodgers' Tax



• UP 3.2% CY18

- Dec '18: 51.5%
- Dec '17: 50.9%
- CY18: 64.7%
- CY17: 62.7%

Hotel Occupancy



• UP 2.5% CY18

- Dec '18: \$75.38
- Dec '17: \$73.87
- CY18: \$84.25
- CY17: \$82.18


Average Daily Rate



• DOWN 8% FYTD

- Jan '19: \$2.6M
- Jan '18: \$6.9M
- FYTD: \$45.7M
- PYTD: \$49.7M

Booked Direct Spend




(Meetings, Conventions & Sports)

• DOWN 9% FYTD

- Jan '19: 6,749
- Jan '18: 14,478
- FYTD: 101,197
- PYTD: 110,981

Booked Room Nights




(Meetings, Conventions & Sports)

• UP 5% FYTD

- Jan '19: 9,292
- Jan '18: 33,394
- FYTD: 177,543
- PYTD: 168,968

Booked Attendance




(Meetings, Conventions & Sports)

• DOWN 1% FYTD

- Jan '19: 19
- Jan '18: 16
- FYTD: 166
- PYTD: 167

Total Booked Events



(Meetings, Conventions & Sports)

• 76 Sports Events Booked FYTD

- Room Nights: 73,234
- Attendees: 140,570
- Direct Spend: \$32M

SPORTS



• 41 M/C Site Visits & 9 Group Tour Sites FYTD

- Jan: PFEA Fam-10 attn; M/C: CISA, NSRA, 2nd JDA; FEMA & USAWA; T/T: Paul-Marc Tours


Sales Fams & Site Tours



• 10 New Citywides Booked FYTD

- Room Nights: 20,001
- Attendees: 25,532
- Direct Spend: \$9.8M

New Citywides




(Meetings, Conventions & Sports)

• 27 Total Citywides Booked FYTD

- Room Nights: 60,957
- Attendees: 106,008
- Direct Spend: \$27.4M

Total Citywides




(Meetings, Conventions & Sports)

• 139 Non-Citywides Booked FYTD

- Room Nights: 40,240
- Attendees: 71,535
- Direct Spend: \$18.3M

Non-Citywides



(Meetings, Conventions & Sports)

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD


JANUARY 2019

Fiscal Year July 1 - June 30

DOWN 4% FYTD

- FY19-Q2: 129
- FY18-Q2: 142
- FYTD: 218
- PYTD: 227


of Group Tours



UP 31% FYTD

- FY19-Q2: 14,900
- FY18-Q2: 10,915
- FYTD: 17,212
- PYTD: 13,172


Group Tour Room Nights



UP 25% FYTD

- Jan '19: 148,501
- Jan '18: 108,983
- FYTD: 1,329,408
- PYTD: 1,063,621


Website User Sessions



DOWN 53% FYTD

- Jan '19: 2,142,347
- Jan '18: 2,516,274
- FYTD: 21,756,205
- PYTD: 46,006,726


Advertising Impressions



Jan '19: 83%

- Barcelona Rating over 55
- FY19-Q2 (Oct-Dec)
- Natl/Intl Articles: 186
- Impressions: 392,733,602
- Pub Value: \$404,822.44

Earned Media Coverage



28 Media Visits Conducted FYTD

- Jan Sites: GMC The Magazine


Media Site Visits



UP 2% FYTD

- Followers: 128,302
- Engagement: 6,018


Facebook



UP 3% FYTD

- Followers: 57,969
- Engagement: 1,149


Twitter



UP 50% FYTD

- Followers: 21,589
- Engagement: 9,822


Instagram



DOWN 21% FYTD

- Jan '19: 3,332
- Jan '18: 3,968
- FYTD: 36,766
- PYTD: 46,430


Information Center Visits



UP 44% FYTD

- Jan '19: 2,717
- Jan '18: 4,638
- FYTD: 28,507
- PYTD: 19,862

Visitor Guide Fulfillment



DOWN 3% FYTD

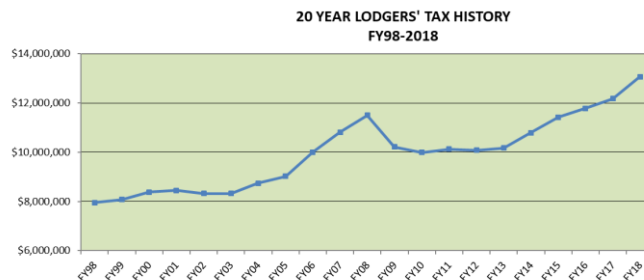
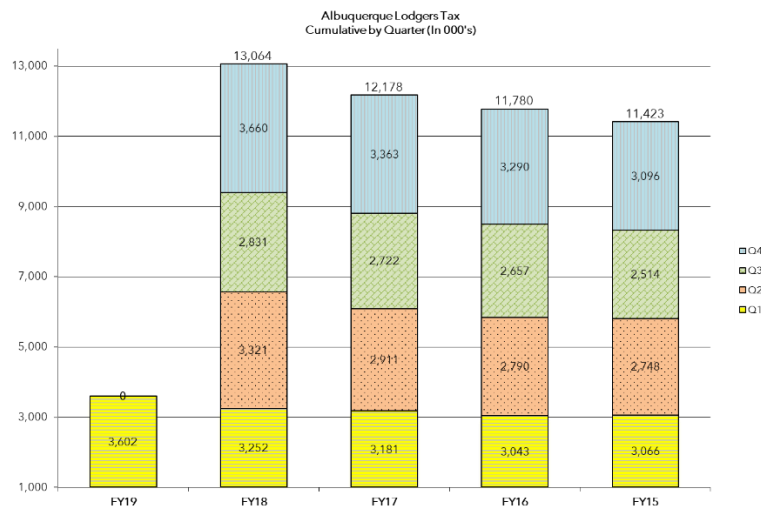
- Jan '19: 13
- Jan '18: 13
- FYTD: 57
- PYTD: 59

ACE Training



PRESIDENT'S REPORT JANUARY 2019

5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Nov '18	Nov '17	% Ch from Nov '17	FYTD	PYTD	FY % Ch
\$911,660.16	\$957,907.26	-4.8%	\$6,009,757.65	\$5,715,230.73	5.2%
Monthly Comparison Airbnb					
Nov '18	Nov '17	% Ch from Nov '17	FYTD	PYTD	FY % Ch
\$32,664.15	\$20,814.36	56.9%	\$182,877.04	\$20,814.36	778.6%
Monthly Comparison Total Revenue excluding Airbnb					
Nov '18	Nov '17	% Ch from Nov '17	FYTD	PYTD	FY % Ch
\$912,309.28	\$961,236.09	-5.1%	\$6,025,628.30	\$5,769,852.96	4.4%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Nov '18	Nov '17	% Ch from Nov '17	FYTD	PYTD	FY % Ch
\$944,973.43	\$982,050.45	-3.8%	\$6,208,505.34	\$5,790,667.32	7.2%

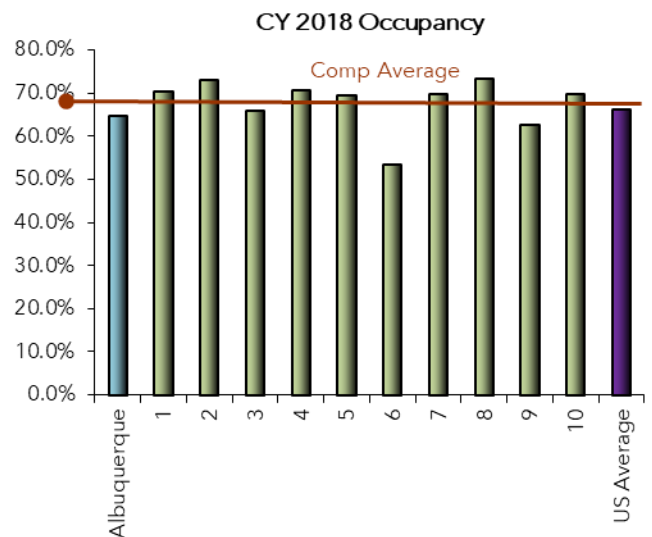
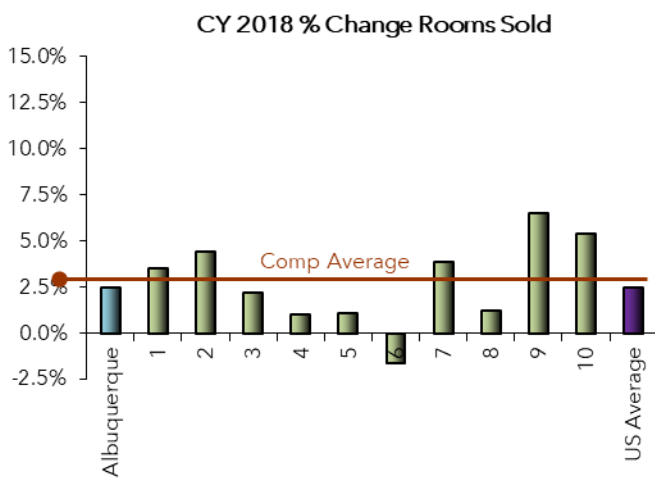


Source: City of Albuquerque - Treasury Division, City Economist

SMITH TRAVEL RESEARCH

Lodging Industry Report												
December 2018							Calendar Year 2018					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	51.5%	1.2%	\$75.38	2.0%	3.3%	1.1%	64.7%	3.2%	\$84.25	2.5%	5.8%	2.5%
Markets												
1	55.2%	-2.8%	\$113.84	-1.7%	-4.4%	1.2%	70.3%	-2.0%	\$140.76	1.1%	-0.9%	3.5%
2	53.8%	-1.6%	\$107.47	-0.6%	-2.2%	4.1%	73.1%	-0.3%	\$131.63	0.2%	0.0%	4.4%
3	59.2%	4.6%	\$103.23	3.3%	8.1%	4.3%	65.8%	3.4%	\$111.60	4.3%	7.8%	2.2%
4	53.1%	-5.3%	\$96.72	1.3%	-4.1%	-3.8%	70.5%	-1.2%	\$110.77	1.9%	0.7%	1.0%
5	64.5%	8.1%	\$95.58	7.7%	16.4%	8.0%	69.4%	1.5%	\$94.41	1.4%	2.9%	1.1%
6	43.1%	-2.1%	\$77.42	2.4%	0.2%	-1.4%	53.5%	-3.2%	\$81.77	-0.1%	-3.3%	-1.6%
7	56.6%	-2.3%	\$103.94	-0.4%	-2.7%	0.4%	69.8%	0.5%	\$110.24	0.6%	1.1%	3.9%
8	56.6%	-3.3%	\$113.39	1.9%	-1.5%	1.1%	73.2%	-1.6%	\$136.62	0.6%	-1.0%	1.2%
9	48.0%	-5.2%	\$76.56	-1.9%	-7.0%	-0.5%	62.5%	0.6%	\$83.72	1.5%	2.1%	6.5%
10	60.0%	1.2%	\$109.93	1.9%	3.1%	2.4%	69.7%	2.9%	\$129.78	2.3%	5.3%	5.4%
Comp Average	54.7%	-0.7%	\$97.59	1.4%	0.8%	1.5%	67.5%	0.3%	\$110.50	1.5%	1.9%	2.7%
US Average	54.1%	0.1%	\$124.28	1.8%	1.9%	2.1%	66.2%	0.5%	\$129.83	2.4%	2.9%	2.5%

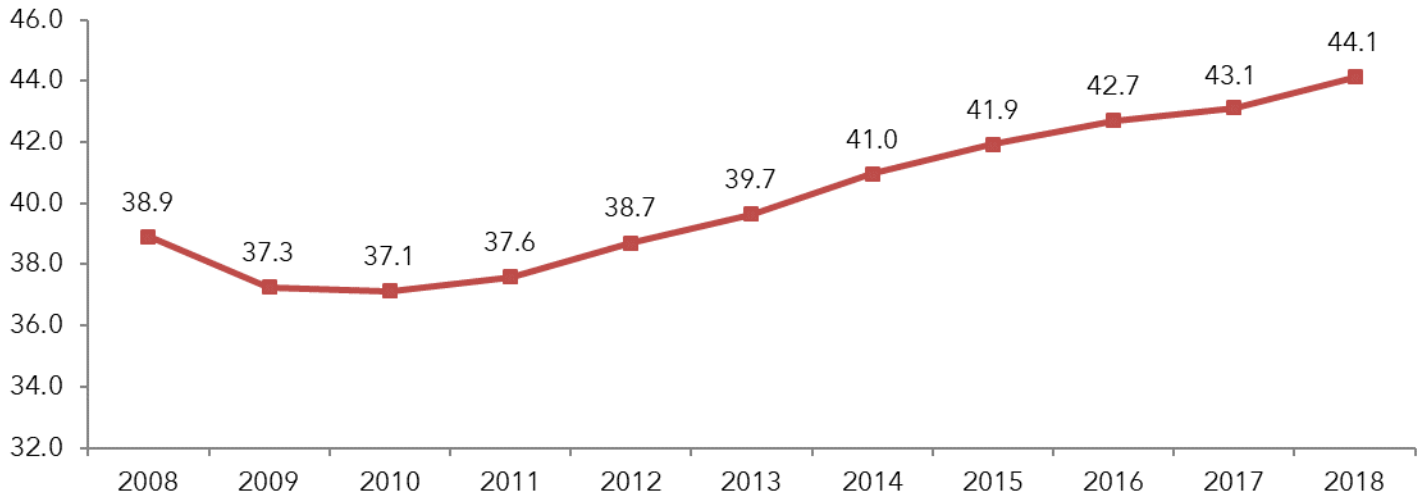
Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	49.4%	1.6%	\$110.32	3.1%	4.8%	1.6%	69.7%	2.8%	\$121.94	0.4%	3.3%	2.8%
Uptown	54.4%	4.0%	\$97.57	1.8%	5.9%	4.0%	69.3%	5.2%	\$103.57	0.2%	5.4%	5.2%
Airport	64.7%	2.7%	\$86.92	5.2%	8.1%	2.7%	77.8%	0.5%	\$94.66	4.3%	4.8%	0.5%
N Corridor	48.8%	-10.3%	\$97.78	5.3%	-5.5%	-10.3%	64.7%	-4.8%	\$103.56	3.1%	-1.8%	-4.8%



Source: STR, Inc - Reproduction or distribution without written permission of STR, Inc is prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January - December (In Thousands)

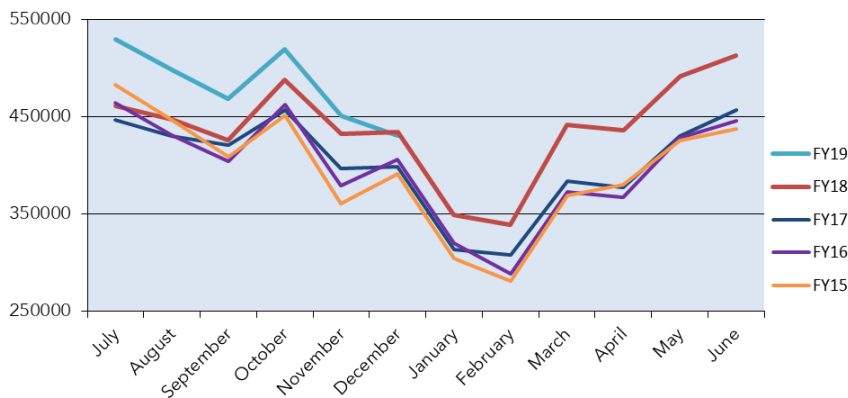


Source: Bureau of Labor Statistics

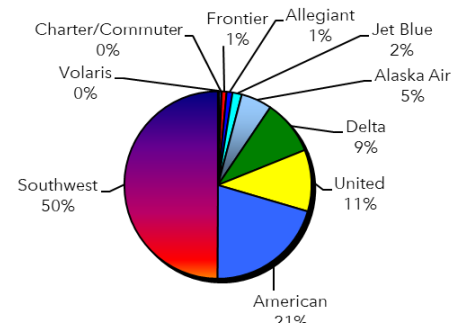
Albuquerque International Sunport Activity

Aviation Passengers						
	Dec '18	Dec '17	% Ch from Dec '17	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	213,614	214,329	-0.3%	1,447,097	1,342,332	7.8%
Total Deplaned Passengers	217,411	220,033	-1.2%	1,450,765	1,346,612	7.7%
Total All Passengers	431,025	434,362	-0.8%	2,897,862	2,688,944	7.8%

Total Passengers by Fiscal Year

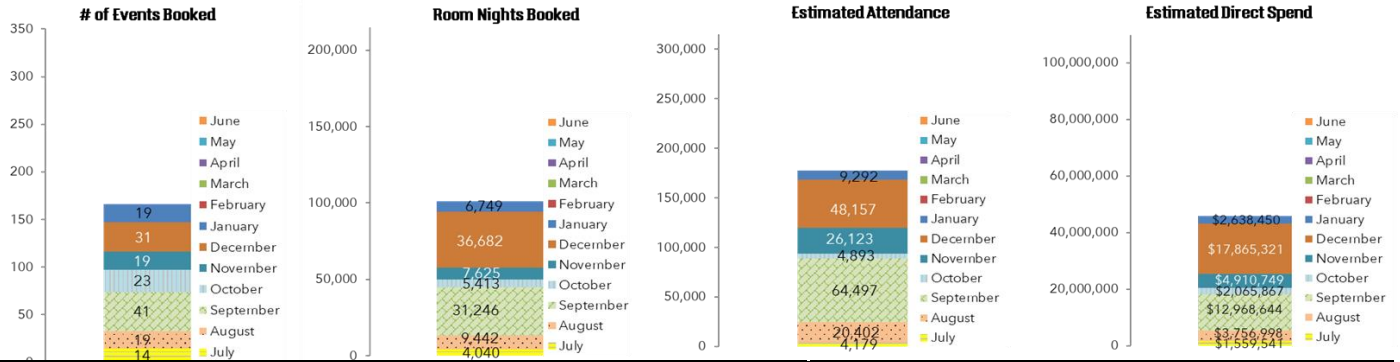


December 2018 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

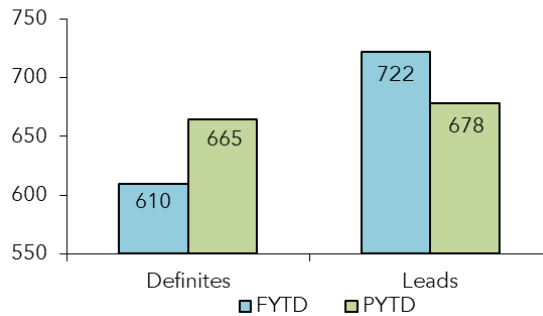


TOTAL BOOKINGS	January				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	19	6,749	9,292	\$2,638,450	166	101,197	177,543	\$45,765,570
New Citywides	-	-	-	\$0	10	20,001	25,532	\$9,820,906
Total Citywides	-	-	-	\$0	27	60,957	106,008	\$27,443,808
Total Non-Citywides	19	6,749	9,292	\$2,638,450	139	40,240	71,535	\$18,321,762

Meetings & Conventions	January				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	16	5,712	3,251	\$2,167,762	90	27,963	36,973	\$13,825,173
New Citywides	-	-	-	\$0	2	5,075	2,400	\$3,024,517
Total Citywides	-	-	-	\$0	2	5,075	2,400	\$3,024,517
Non-Citywides	16	5,712	3,251	\$2,167,762	88	22,888	34,573	\$10,800,656

Sporting Events	January				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	3	1,037	6,041	\$470,688	76	73,234	140,570	\$31,940,397
New Citywides	-	-	-	\$0	8	14,926	23,132	\$6,796,389
Total Citywides	-	-	-	\$0	25	55,882	103,608	\$24,419,291
Non-Citywides	3	1,037	6,041	\$470,688	51	17,352	36,962	\$7,521,106

Average Room Nights per Group

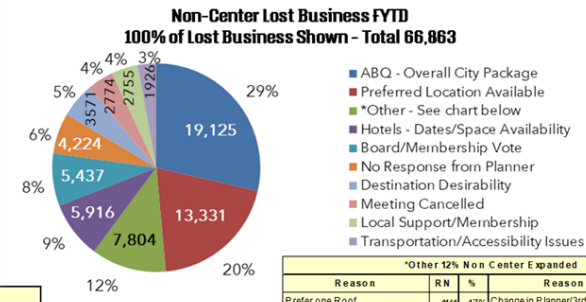
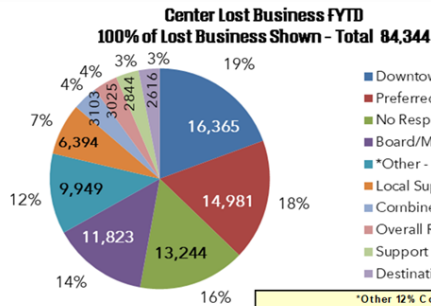


Current Tentatives							
Room Nights		We are projecting to turn the following room nights in:					
		Feb	Mar	Apr	% of Total		
Center M/C	59,814	6,756	6,499	1,340	24.4%		
Center Sports	14,907	509	1,179	0	11.3%		
NC Mtgs/Conv	29,116	6,268	1,776	0	27.6%		
NC Sports	20,208	5,699	231	690	32.8%		
Total	124,045	19,232	9,685	2,030	24.9%		

CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	Jan '19	Jan '18	% Ch	FYTD	PYTD	% Ch
Number of Leads	42	52	-19.2%	324	333	-2.7%
Total Potential Room Nights	33,804	34,472	-1.9%	233,811	225,735	3.6%
Total Attendance	47,424	34,254	38.4%	273,648	232,411	17.7%



***Other 12% Convention Center Expanded**

Reason	Count	Percentage	Reason	Count	Percentage
ABQ selected for 2020 only	2,298	2.7%	Meeting/Event Cancelled	1,081	1.3%
Transportation/Accessibility	1,968	2.3%	ACC Space Challenged	1,074	1.3%
Overall City Package	1,110	1.4%	Did Not Make Shortlist	705	0.8%
ACC Space Availability	1,083	1.3%	Hotel - Dates/Space Unavailable	600	0.7%

***Other 12% Non Center Expanded**

Reason	Count	Percentage	Reason	Count	Percentage
Prefer one Roof	1141	17%	Change in Planner/3rd Party	366	0.5%
Overall Rates/Cost too High	1140	17%	Client booked outside 3rd Party	365	0.5%
Org Internal Politics	1060	16%	Chose Tribal Resort/Casino	344	0.5%
Too many hotels in package	850	13%	ABQ sourced by mistake	308	0.5%
Climate/Weather Concerns	810	12%	No LOI or No Longer Using Hotel	67	0.3%
Booked another mtg in ABQ	510	8%	Requested Concessions	60	0.2%
Near Training/Hqqt Office	410	6%	Combined w/another meeting	44	0.2%

Downtown Hotel Package includes: Too many hotels in package; More sleeping rooms close to Center; Meeting Space/Sleeping Rooms under one roof.

Lost Business	January				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	29	14,987	7,948	\$6,150,439	176	151,207	88,151	\$71,620,065
Convention Center	3	5,273	1,950	\$2,188,135	44	84,344	41,572	\$42,638,509
Non-Center Mtgs/Conv	25	9,265	5,773	\$3,808,295	126	43,232	23,389	\$15,701,648
Non-Center Sports	1	449	225	\$154,009	6	23,631	23,190	\$13,279,908

Top 5 Destinations Chosen over ABQ

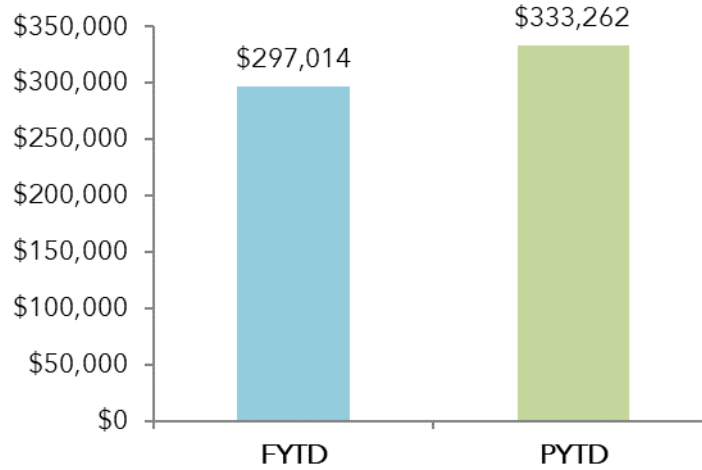
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports			
January		FYTD		January		FYTD		January		FYTD	
Reno	2,298	Salt Lake City	12,055	Chicago	1,300	Chicago	2,575	Pennsylvania	449	Tampa	9,509
		San Diego	5,967	Phoenix	850	San Diego	2,082			Phoenix	3,600
		Colorado Springs	4,790	Westminster, CO	628	Reno	1,945			Pennsylvania	449
		Phoenix	4,116	Cleveland	542	Salt Lake City	1,670			TBD	9,509
To Be Determined	2,975	Long Beach, CA	3,820	Destin, FL	392	Phoenix	1,667			Event Cxl	564

Business Occurring						
	Jan '19	Jan '18	% Ch	FYTD	PYTD	% Ch
Number of Meetings	19	10	90.0%	179	150	19.3%
Room Nights	10,253	3,862	165.5%	98,794	71,432	38.3%
Attendance	6,738	3,605	86.9%	119,716	102,428	16.9%
Direct Spending	\$4,558,710	\$1,407,276	223.9%	\$40,567,736	\$31,242,535	29.8%

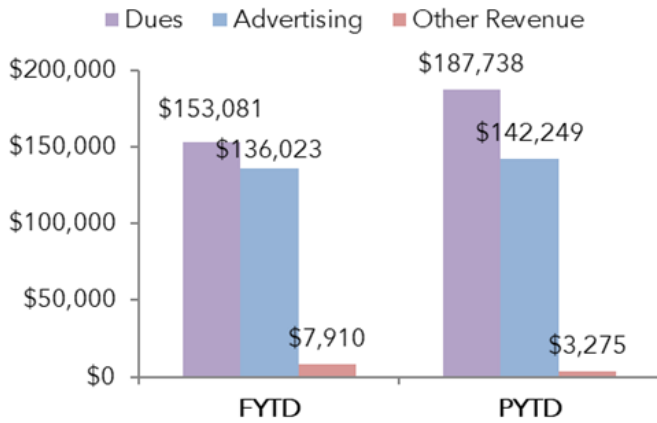
PARTNER DEVELOPMENT



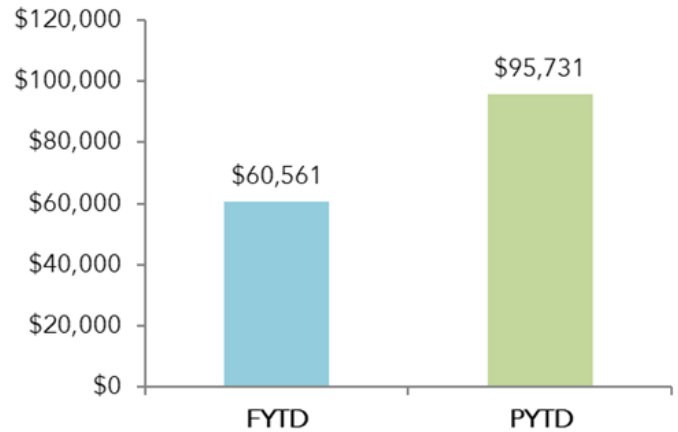
Total Private Revenue



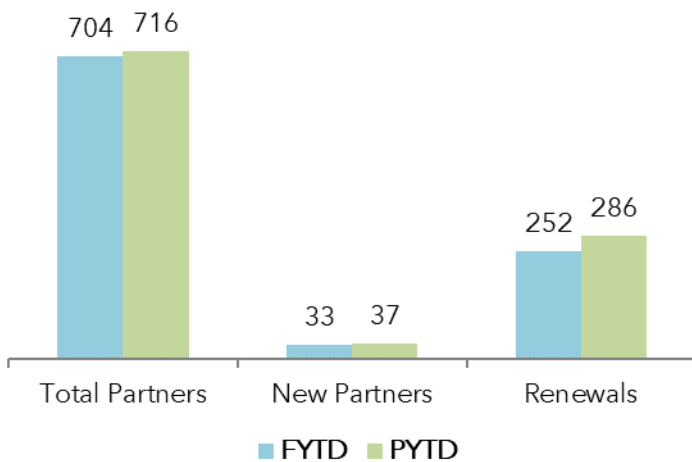
Private Revenue



In-Kind




Partners



January Visit Albuquerque Partner Events:

- Jan 16: Partner Orientation, 5 attendees
- Jan 28: ACE Class at Holiday Inn & Suites Albuquerque Airport, 13 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	YOY	FYTD	PYTD	January 2019	January 2018
	-53%	21,756,205	46,006,726	2,142,347	2,516,274

Due to a strategy shift, our advertising buy in FY19 focused on media placements with fewer impressions with a higher value. An indication of the success of this shift is represented in a FYTD increase in post-activities of 19%. Post-activities are measures as a pre-determined action taken after viewing or clicking on an ad.

CONVENTION



**Albuquerque Journal
Business Outlook**
Est. Circulation
61,144

PROJECTS

Meeting Planner Guide

Visitors Guide

- Cover design
- House ads
- VG pick-up postcard

Q1 Media Mentions flyer

Quarterly Meeting/Global

Meetings Industry Day

- Printed Invite design



COLLATERAL/AD PRODUCTION

Volunteer Recruitment

- Flyer
- Ad

Business Outlook

January Albuquerque Little Theatre program ad

Employee Business Cards

Frame signs for State of the City

Destination Showcase graphics

Spring FAM invite

- Printed invite
- E-vite

NSG Annual Conference handout

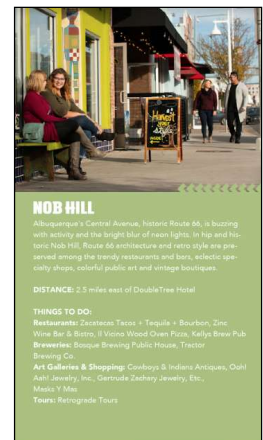
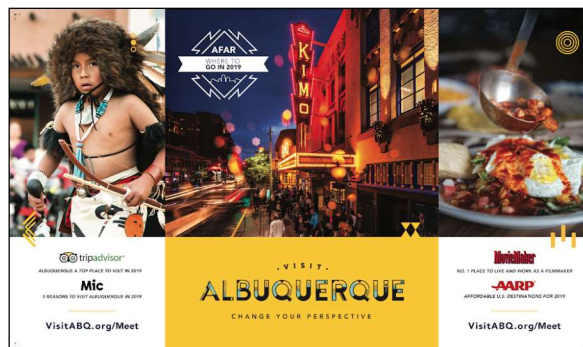
Save The Date Templates

March Southwest Magazine ad

CSS KING eblast

Email signatures

Doubletree display signs



MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER SESSIONS



YOY
24.99%

FYTD
1,329,408

PYTD
1,063,621

January 2019
148,501

January 2018
108,983

WEBSITE UPDATES



"Good News" Blog Post

- What's New page updates made: hotels, culinary, attractions/facilities, new development, new flights, and anniversaries
- Updated homepage header video and headline
- Updated dates, links and information on Balloon Fiesta microsite for 2019 event
- Updated Valentine's day events landing page
- Yelp integration update on listings
- Federal Shutdown language added during government shutdown, to the Outdoors page, and removed when shutdown ended
- Native American Tribes language throughout site reviewed and updated for accuracy
- Media and rankings page updates, respectively, and "Good News" page/blog post/video created

PPC ADVERTISING | MAIN CAMPAIGN | PHOTO REQUESTS
14,435 | 10

SOCIAL IMPRESSIONS

FACEBOOK

TWITTER

INSTAGRAM

FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT
128,302	6,018	57,969	1,149	21,589	9,822



	@VisitABQ			@ABQ365		
	January	December	November	January	December	November
TOTAL LIKES	128,302	128,410	128,391	10,725	10,394	10,174
NEW LIKES	0	19	0	331	220	162
ENGAGEMENT	6,018	7,228	5,974	1,193	1,217	803
ORGANIC	126,597	141,924	106,638	20,772	10,743	9,194
TOTAL POSTS	20	25	22	19	13	12



FOLLOWERS	57,969	57,894	57,835	3,762	3,716	3,649
NEW FOLLOWERS	75	59	0	46	39	28
ENGAGEMENT	1,149	2,102	851	89	112	79



FOLLOWERS	21,589	20,820	20,424	1,715	1,694	1,683
NEW FOLLOWERS	769	396	527	21	11	8
ENGAGEMENT	9,822	11,320	7,925	197	245	171



	TOTAL	ABQCVB	VisitABQ	ABQ 365
SUBSCRIBERS	631	240	371	20
# OF VIDEOS	215	61	131	23
TOTAL VIEWS	544,464	191,942	280,355	72,167
NEW VIDEOS	1	0	1	0
IEWS/mo.	11,944	227	8,485	3,232

E-MARKETING

	@VisitABQ			ABQ 365 BLOG POSTS	
	SENT	OPEN	CLICK	THEME	DATE
1/4: "Tell Us What's New!"	1,266 partners	0.3	0.06	ABQ in the News	1/8
1/8: "Cheers and Happy New Year from the staff and board at Visit Albuquerque"	147,644	0.82	0.71	Cuisine	1/10
1/17: "Concurso: Esquía en New Mexico"	90 Volaris Sweepstakes entrants	0.38	0.04	Events	1/11
1/18: "Has your business been affected by the government shutdown?"	105 hotels/business contacts	0.38	0.41	Valentine's Day	1/14
1/23: "Visit Albuquerque's January Industry Insider"	1,238 partners	0.33	0.27	Events	1/16
1/24: "And the Winner Is....."	1,750 Hispanic Visions Sweepstakes Entrants	0.53	0.07	Winter	1/16
1/17: "Concurso: Esquía en New Mexico"	90 Volaris Sweepstakes entrants	0.38	0.04	Events	1/23
1/29: "Plan Your Amazing Albuquerque Adventure"	138,233 leisure travelers	0.09	0.12	Events	1/30
				Black History Month	1/30

MARKETING, COMMUNICATIONS & TOURISM

PR/COMMUNICATIONS

PITCHES

Winter Warm Up FAM (Short Lead)
 Spring Break STEM Travel (Mid Lead)
 Individual FAM Outreach

HARO (HELP A REPORTER OUT)

Budget Destinations (Travel Channel)

Best Adventure Vacations for 2019
 (SmarterTravel.com)

Best Places to Vacation in 2019 (The Active Times)

Hotels, Destinations, Cruise Lines, etc., That Offer Special Packages/Discounts to Military Members (Military Officer Online)

PROACTIVE LEADS & INITIATIVES

The Points Guy – Fall Wedding Venues (Los Poblanos Historic Inn & Organic Farm)

The Ladders - 50 Female Entrepreneurs to Watch in Every State (Shyla Sheppard)

Outlet Unknown - Unexplored USA (Jemez Springs, New Mexico)

Brit+Co - Off-the-beaten Path Wellness Destinations (Jemez Springs/Jemez Hot Spring)

US Weekly - Affordable Family Travel

Matador - Most Scenic Views You Can Get to While Driving (Sandia Mountains/Route 66)

Outlet Unknown - Green Hotels (Hotel Andaluz)

GoEscape - Summer/Fall Travel Ideas (Hotel Chaco/Chaco Canyon)

Outlet TBD - Hotel Pet Ambassadors (Los Poblanos Peacock)

Outside Magazine - Food to Travel for (New Mexico Green Chile)

Parents Magazine - Soccer-Themed Road Trip (New Mexico United USL Soccer Team)

MEDIA EFFORTS

LOCAL MEDIA

REGIONAL MEDIA

NATIONAL/INT'L MEDIA

M&C TRADE MEDIA

January

Provided the *Albuquerque Journal* with data, information, contacts on the travel and tourism industry in the city and state

1/14

[Tourism still a bright spot](#) - *Albuquerque Journal* (print and online)

1/23

[Visit ABQ releases local gift guide ahead of Valentine's Day](#) - *KRQE* (broadcast and online)

January

Where to Go in 2019 - *AFAR* (print)

1/13

[Visit Albuquerque with Kids?! –24 Hours in ABQ! - This Messy Season](#)

1/15

[The Most Beautiful Farm Wedding Venues Across the Country](#) - *TLCme.com*

1/24

New Mexico full of history, culture and sites - *Asbury Park Press* (print)

1/25

[Budget-Friendly Vacations Everyone Will Love - Red Tricycle](#)

1/28

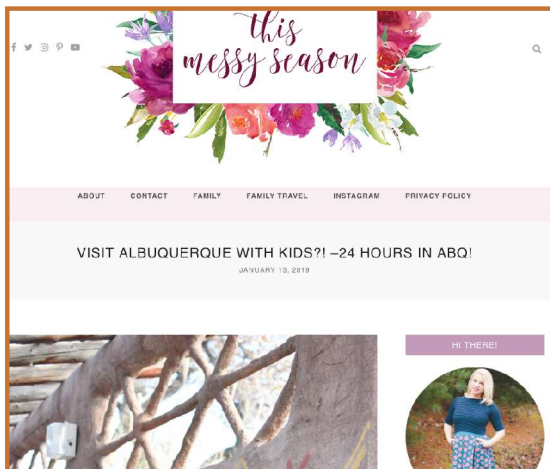
[5 reasons to visit Albuquerque in 2019](#) - *mic.com*

December

Bleisure Bonuses - *Smart Meetings* (print) *Not included in December's Report*

PR/COMMUNICATIONS

83% of national or regional articles scoring above 55 on the Barcelona Principles Scale



THIS MESSY SEASON

January 13

Visit Albuquerque with Kids?! - 24 Hours In ABQ

BP Score – 108



ALBUQUERQUE

New Mexico's largest city comes into its own.

by Nick Pachelli

WHEN TO GO The city gets 310 sunny days a year on average, but autumn, when temperatures cool and desert winds calm, is the season most New Mexicans live for.

WHY NOW Sure, the Albuquerque International Balloon Fiesta (October 5-13) draws travelers from all over the world, but new offerings are putting this desert city on the traveler's go list this year. A newly opened 50-mile trail for cyclists and hikers skirts the pink-toned Sandia Mountains, the Rio Grande, and downtown. (Travelers can rent bicycles from more than 41 locations via Pace, Albuquerque's new bike-share service.) In the expanding Sawmill District—once the center of the city's lumber industry—the 8,500-square-foot Spur Line Supply Co. is a symbol of the area's

revival. Founded in an Airstream trailer, Spur now offers space for several New Mexican artisans, as well as rotating art exhibits, coffee, and classes from YogaZo, the city's first mobile yoga studio. Elsewhere, long-dormant hotels dating back to the 1930s are getting a second life, including the remodeled 22-room El Vado Motel near Old Town, which was built in 1937 to cater to Route 66 travelers. In the Nob Hill neighborhood, the 80-year-old De Anza Lodge is set to reopen by early March after an \$8.2 million renovation, which includes the restoration of Zuni Shalako murals.

HOW TO GET THERE Alaska Airlines, Delta, and Frontier Airlines have recently added nonstop flights to Albuquerque International Sunport (ABQ) from Los Angeles, Portland, Denver, and Austin.

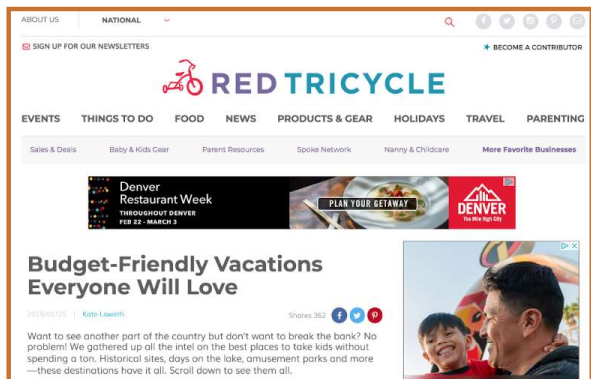


ASBURY PARK PRESS

January 24

New Mexico full of history, culture and sites

BP Score – 81



RED TRICYCLE

December 28

Budget-Friendly Vacations Everyone Will Love

BP Score – 57



MIC.COM

January 28

5 Reasons to visit Albuquerque in 2019

BP Score – 126

MEETINGS/INDUSTRY EVENTS

Jan 9: Economic Forum

Jan 12: City of Albuquerque State of the City

Jan 15: Short-Term Rental Task Force Meeting

Jan 16: APD/Hospitality Partnership Meeting

Jan 17: Downtown Community Partnership Meeting

Jan 17: National Senior Games Meeting

Jan 17: NM Public Relations Society of America Board Meeting

Jan 22: Ski New Mexico Board Meeting

Jan 22: NM Bowl Appreciation Luncheon

Jan 23: Economic Forum

Jan 24: Lodgers' Tax Advisory Board Meeting

Jan 28: New Mexico Hospitality Association TRENDS Conference

Jan 29: New Mexico Tourism Commission Meeting

Jan 29: Short-Term Rental Task Force Meeting

VisitABQ HOSTED

Jan 6-9: Professional Fraternity Executive Association FAM

Jan 16: Visit Albuquerque Partner Orientation

Jan 17: Visit Albuquerque Executive Committee

Jan 22: Visit Albuquerque Board of Directors Meeting

Jan 23: Visit Albuquerque Volunteer viewing of Visions of the Hispanic World

Jan 28: ACE Class

JAN. TRADESHOWS/INDUSTRY MEETINGS

Jan 3-5: American Baseball Coaches Association Annual Convention, Dallas, TX

Jan 6-9: Professional Convention Management Association, Pittsburgh, PA

Jan 11-13: ESPA Annual Conference, Charlotte, NC

Jan 14: MPI NM Education Session

Jan 24-26: National Senior Games Annual Conference,

Jan 24-27: International Media Marketplace/NY Times Travel Show, New York City, NY

Jan 29-31: Religious Conference Management Association – Emerge, Greensboro, NC

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

Feb 3-6: Independent Planner Education Conference, San Antonio, TX

Feb 13: Destination Showcase, Washington, DC

Mar 12-14: Meetings Industry Council Annual Conference, Denver, CO

Mar 18-20: Connect Diversity, Birmingham, AL

Mar 20-22: DMA West Tech Summit, Albuquerque, NM

Apr 22-23: Connect California, Oakland, CA

May 6-9: National Association of Sports Commissions, Knoxville, TN

May 29-31: HelmsBriscoe Annual Business Conference, Houston, TX

Jun 1-5: US Travel Association IPW, Anaheim, CA

Jun 15-18: MPI World Education Summit, Toronto

Jun 23-25: Military Reunion Network, Nashville, TN

Jun 25-28: PCMA Education Conference, Los Angeles, CA