

January 2020 Destination Dashboard

LODGERS' TAX COLLECTIONS

VS. NOVEMBER 2018

+11.1%

VS. FYTD 2019

+9.05%

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

AVERAGE HOTEL OCCUPANCY

VS. DECEMBER 2018

+2.4%

VS. PYTD

+4.9%

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

AVERAGE DAILY RATE

VS. DECEMBER 2018

+3.5%

VS. PYTD

+5.3%

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

DECEMBER 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE
AVERAGE**

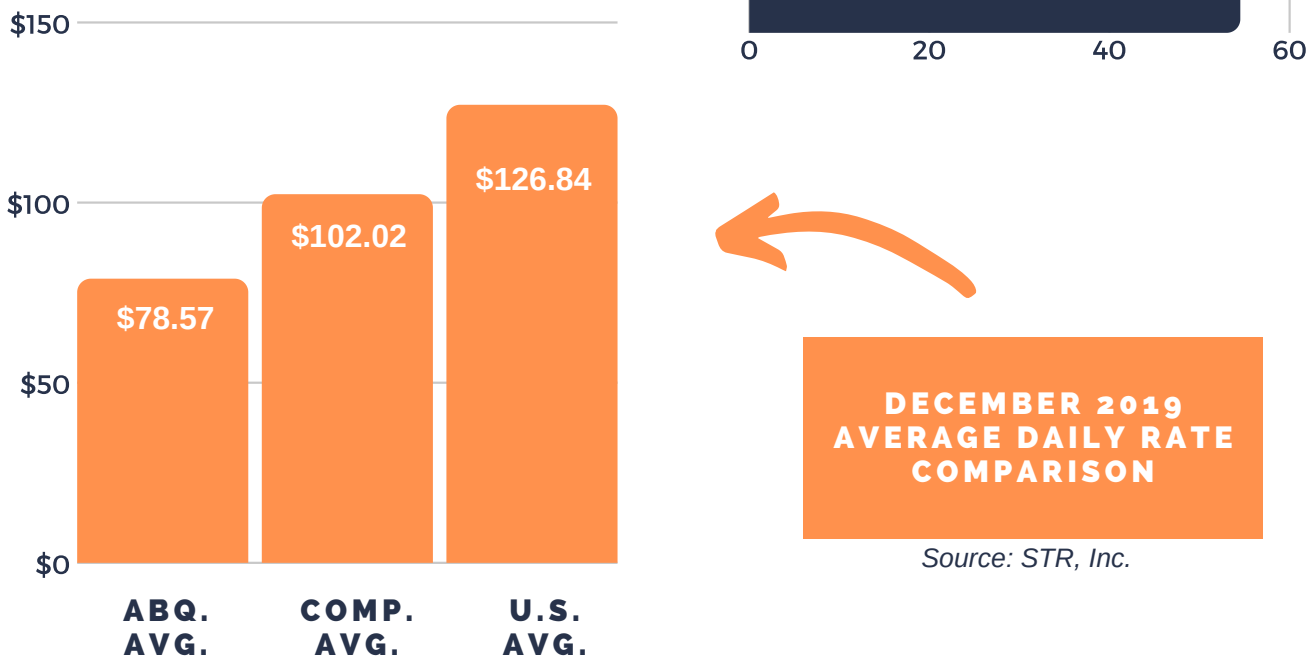
**COMP.
AVERAGE**

U.S. AVERAGE

52.6%

55.9%

54.4%



DECEMBER 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.



January 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL DECEMBER
ENPLANED PASSENGERS**

229,139

**VS. DEC. 2018
TOTAL PASSENGERS**

+6.9%



**TOTAL DECEMBER DEPLANED
PASSENGERS**

231,447

**FYTD TOTAL
PASSENGERS**

FY18

2.69M

FY19

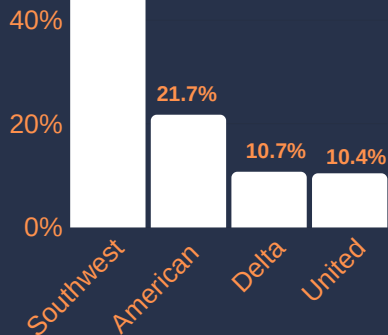
2.9M

FY20

2.89M

0 1 2 3
Millions

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



**TOTAL DECEMBER LEISURE &
HOSPITALITY EMPLOYMENT**

44,300

Source: Bureau of Labor Statistics

VS. DECEMBER 2018

+1.37%

CYTD VS. PYTD

+4.6%

January 2020 Destination Dashboard

JANUARY BUSINESS OCCURRING

	Jan. '20	% Change vs. Jan. '19	% Change vs. PYTD
# of Meetings/Events	12	-36.8%	-17.3%
Room Nights	5,221	-49.1%	-17.9%
Attendance	4,125	-38.8%	+9.6%
Direct Spend	\$1.9M	-58.7%	-6%

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	119
ATTENDEES	49,367
ROOM NIGHTS	41,375
DIRECT SPEND	\$16.97M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	68	ATTENDEES	149,842
ROOM NIGHTS	87,277	DIRECT SPEND	\$37.8M



January 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 149
 PYTD: 166 ▼ -10.2%

FUTURE ROOM NIGHTS BOOKED

FYTD: 122,125
 PYTD: 101,197 ▲ +20.7%

FUTURE ATTENDANCE BOOKED

FYTD: 171,606
 PYTD: 177,543 ▼ -3.3%

FUTURE DIRECT SPEND BOOKED

FYTD: \$52.3M
 PYTD: \$45.8M ▲ +14.3%

ADVERTISING IMPRESSIONS

FYTD: 72.2M
 PYTD: 21.8M ▲ +232%

WEBSITE USER SESSIONS

FYTD: 1.42M
 PYTD: 1.33M ▲ +6.65%

VISITOR GUIDE FULFILLMENT

FYTD: 18,156
 PYTD: 28,507 ▼ -36.3%

VISITOR CENTER TRAFFIC

FYTD: 89,674
 PYTD: 36,766 ▲ +144%

ACE TRAINEES

FYTD: 138
 PYTD: 57 ▲ +142%

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: 221,325
 PYTD: 207,860 ▲ +6.5%

SOCIAL MEDIA ENGAGEMENT

FYTD: 295,687
 PYTD: 211,356 ▲ +39.9%

SALES FAMILIARIZATION & SITE TOURS

FYTD: 41
 PYTD: 32 ▼ -21.9%

FYTD MEDIA SITE VISITS

22

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

46

Circulation/Reach
 606,868,436

Publicity Value
 \$1.68M



*Does not include local coverage or syndications/additional pickups

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

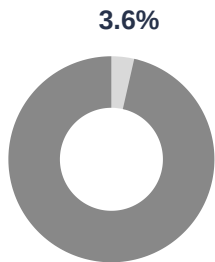
January 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL NOVEMBER 2019 REVENUE	VS. NOV. 2018	VS. FYTD 2019
\$1,049,748.58	▲ +11.09%	▲ +9.05%
*SHORT-TERM RENTALS ONLY		
\$41,319.26	▲ +26.5%	▲ +31.8%
MINUS SHORT-TERM RENTALS		
\$1,008,429.32	▲ +10.5%	▲ +8.36%



Short-Term Rentals

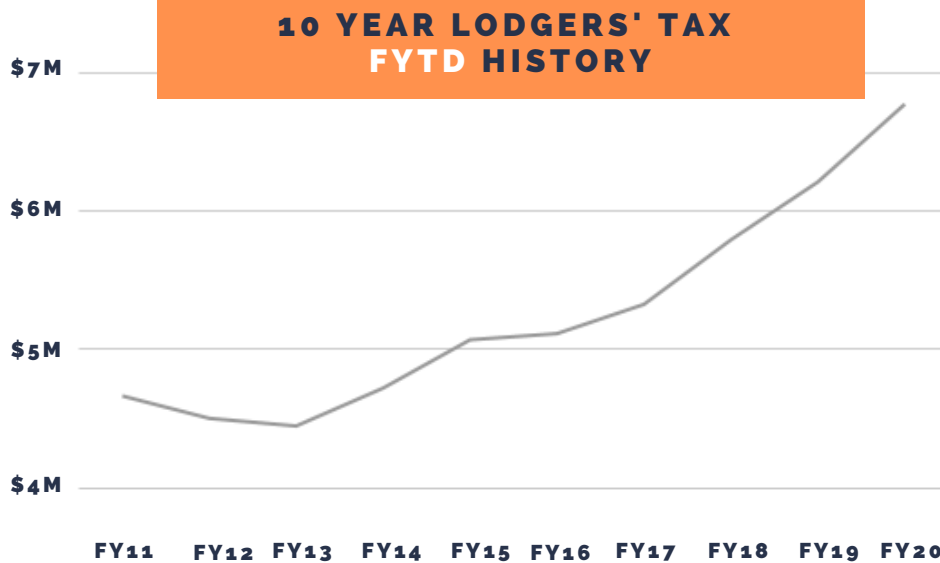


3.6%

Non
96.4%

Short-term Rentals as
a % of FYTD Revenue

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

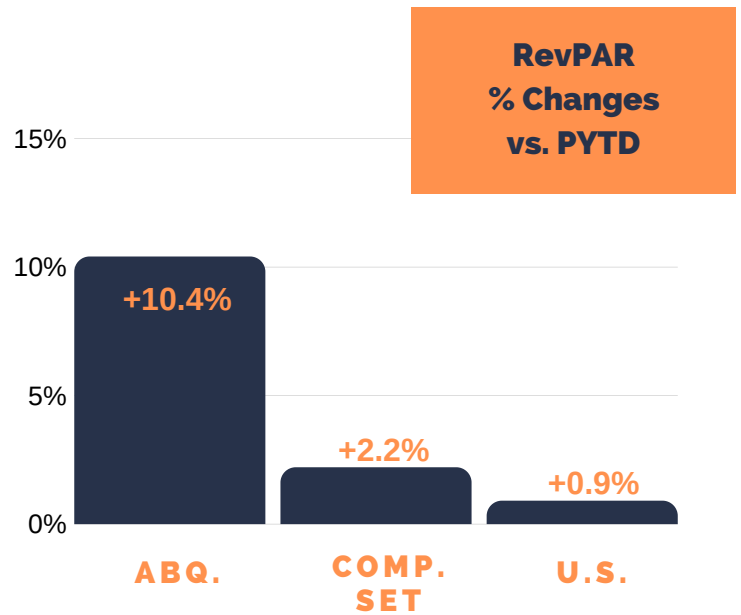
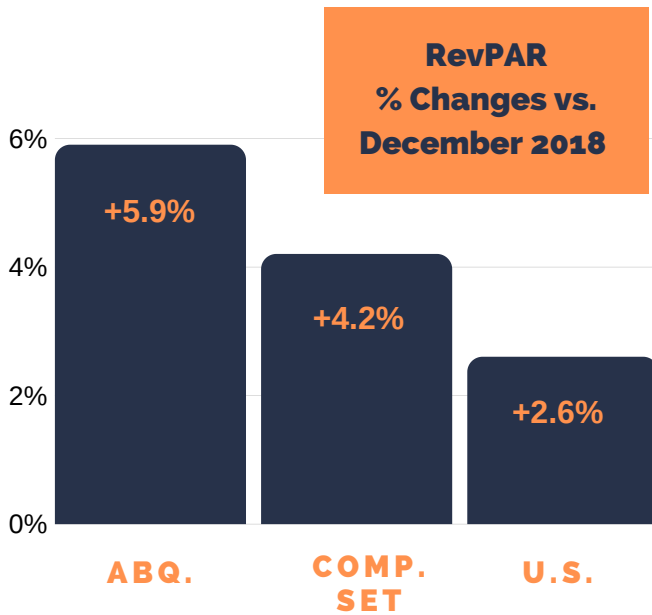


Source: City of Albuquerque



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	67.8%	+4.9%	\$89.17	+5.3%	+10.4%	+3.5%
Comp. Set Average	68.1%	+0.6%	\$114.90	+1.5%	+2.2%	not available
U.S. Average	66.1%	-0.02%	\$131.21	+1%	+0.9%	+2%



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	73.6%	+5.5%	\$126.27	+3.7%	+9.5%
Uptown	72.3%	+4.3%	\$109.51	+5.7%	+10.3%
Airport	77.5%	-0.4%	\$102.06	+7.8%	+7.4%
Northern Corridor	68.6%	+6%	\$109.54	+5.8%	+12.2%

*Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

11

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1.87M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

3,975

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



335

FYTD VS. PYTD

+3.4%

Mtgs. & Conventions
68.5%



Sporting Events
31.5%

Month's Room Nights
Booked by Event Type

RECENT • UPCOMING TRADESHOWS & INDUSTRY MEETINGS



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

4-6: RELIGIOUS CONFERENCE MGMT. ASSOCIATION, IRVING, TX

5: DESTINATIONS SHOWCASE, WASHINGTON, D.C.

19-21: CONNECT DIVERSITY, KISSIMMEE, FL

MARCH

10-11: MEETINGS INDUSTRY COUNCIL OF COLORADO CONFERENCE, DENVER, CO

. V I S I T .

ALBUQUERQUE

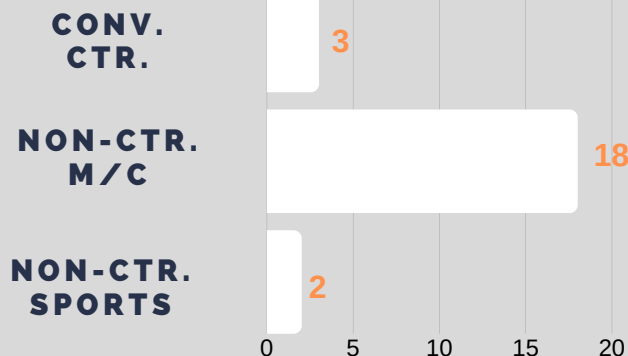
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

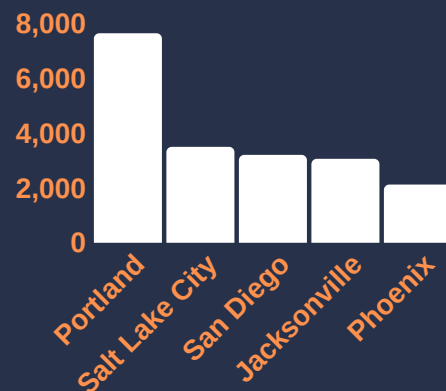
LOST BUSINESS

MONTH'S TOTAL LOSSES

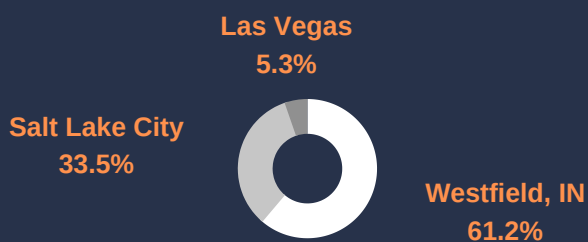
23



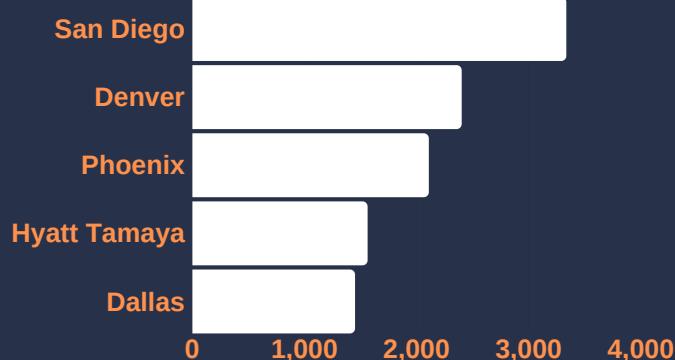
Most Room Nights Lost To (FYTD Conv. Ctr. Events)



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	24%
Preferred Location Available	10%
Did Not Make the Shortlist	10%
Downtown Hotel Package	9%

MONTH'S ROOM NIGHTS LOST
15,532

MONTH'S ATTENDEES LOST
7,189

MONTH'S DIRECT SPEND LOST
\$6.4M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

5



FYTD MEMBERSHIP

715

VS. PYTD

+0%

FYTD REVENUE

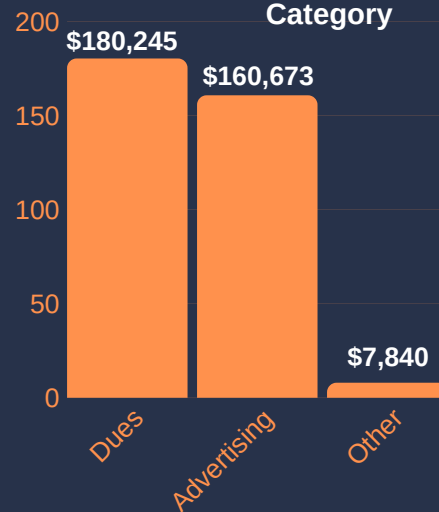
\$348,758

VS. PYTD

+18%

Thousands

FYTD Revenue by
Category



PARTNER EVENTS THIS MONTH

2

1/15: Partner Orientation
1/23: ACE Training



.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

9

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

89%

January article in
the Denver Post
BP Score: 112

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

46+M

CORRESPONDING
PUBLICITY VALUE

\$256,407



FEATURED MEDIA EFFORTS

1/1: The 25 places you need to travel in 2020 - Matador Network

1/2: Albuquerque — yes, Albuquerque — is the next foodie destination you need to visit - The Denver Post

1/7: See the latest updates on NM's hotel construction projects - Albuquerque Business First (print and online)

1/13: 100 Destinations So Magical You Won't Believe They're in the U.S. - BestLife

1/15: ABQ 365 showcases Albuquerque Comic Con, Monster Truck Tour, Explora Adult Night, concerts and more - KRQE (broadcast and online)

1/21: 10 Unique and Quirky Museums Around the United States - USA Today 10Best

1/24: 5 warm travel destinations to escape the winter weather in 2020 - TODAY

1/29: Visit Albuquerque highlights Electric Playhouse opening, Book of Mormon, trivia and more - KRQE (broadcast and online)

Local Media

National Media

.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"KICK OFF THE NEW YEAR WITH A VACATION TO ALBUQUERQUE!"	81,892 LEISURE CONTACTS	11%	12%
"TODAY IS PLAN FOR VACATION DAY!"	83,141 LEISURE CONTACTS	10%	12%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

25,800

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,765

 59,028

 31,532

HIGH ENGAGEMENT POST OF THE MONTH



.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

1/29-31: Cecilia Padilla hosted a planning tour for the International Society of Arboriculture

1/5-8: Kristin McGrath, Tania Armenta, & Misty Jester attended the PCMA Convening Leaders event in San Francisco

1/26-29: Clarissa Baca attended the Independent Planners Education Conference in St. Pete Beach, FL

1/8: Tabitha Stallworth hosted a site visit by the American Kinesiology Association

1/22- 23: Brenna Moore hosted a visit by freelance writer Leilani Marie Labong (Sunset, Travel + Leisure, GQ)

1/15: Tracy Cox was on KRQE promoting local events, including Albuquerque Comic Con

1/22: Cristina Baca participated in a USA Track & Field logistics meeting

1/16: Visit Albuquerque leadership attended the Greater Albuquerque Hotel & Lodging Association Luncheon



Visit Albuquerque Board & Staff members celebrated National Plan for Vacation Day (1/28)

Events Hosted by Visit Albuquerque

1/15: Partner Orientation
1/16: Executive Committee Meeting
1/23: ACE Training
1/28: Board of Directors Meeting

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE