

# January 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. NOVEMBER 2019

**-52.5%**

VS. PYTD

**-56.9%**

## AVERAGE HOTEL OCCUPANCY

VS. DECEMBER 2019

**-17.1%**

VS. PYTD

**-32.9%**

## AVERAGE DAILY RATE

VS. DECEMBER 2019

**-19.2%**

VS. PYTD

**-20.7%**

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

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See expanded STR data on pg. 2 of the President's Report

## DECEMBER 2020 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**

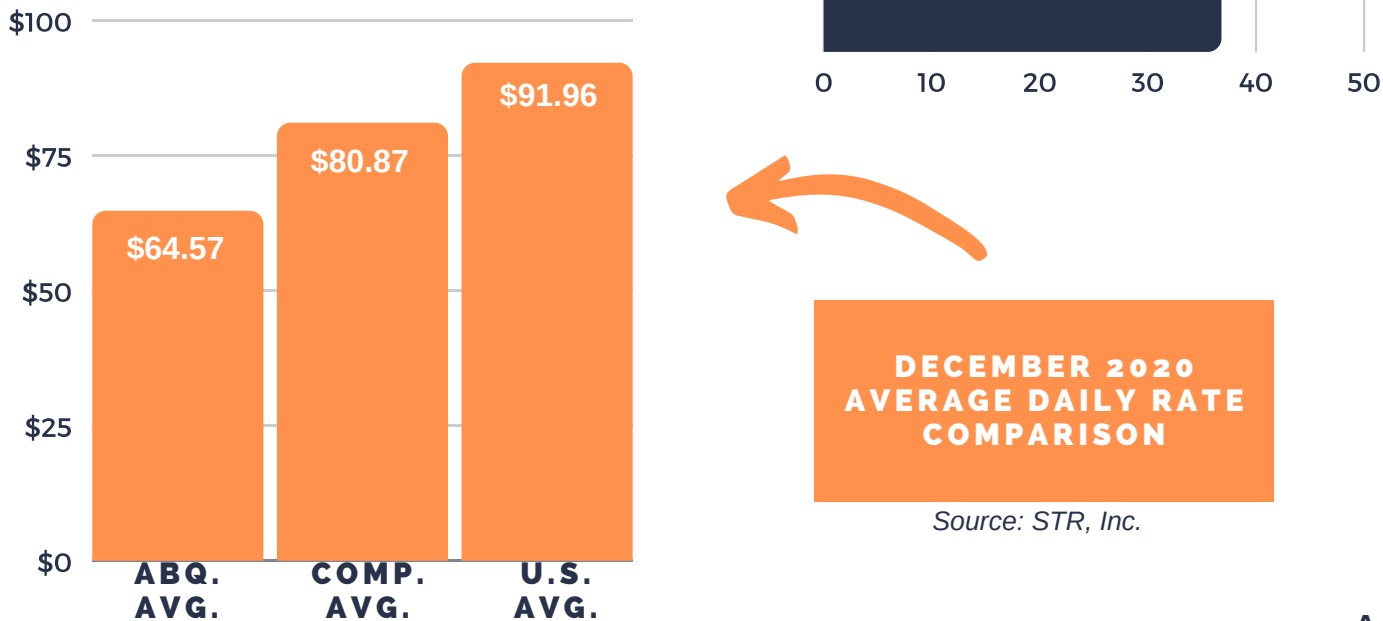
42.3%

**COMP. AVERAGE**

39.5%

**U.S. AVERAGE**

36.7%



## DECEMBER 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# January 2021 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL DECEMBER  
ENPLANED PASSENGERS**

**59,939**



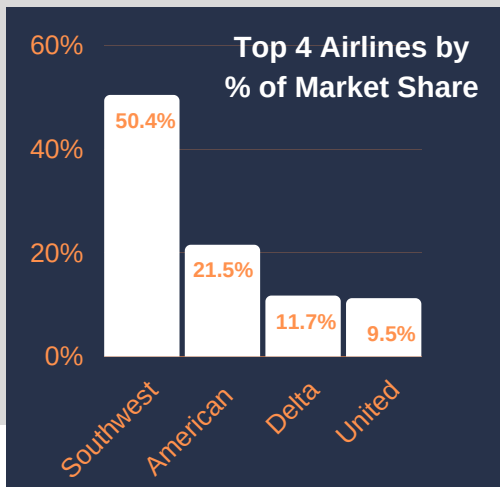
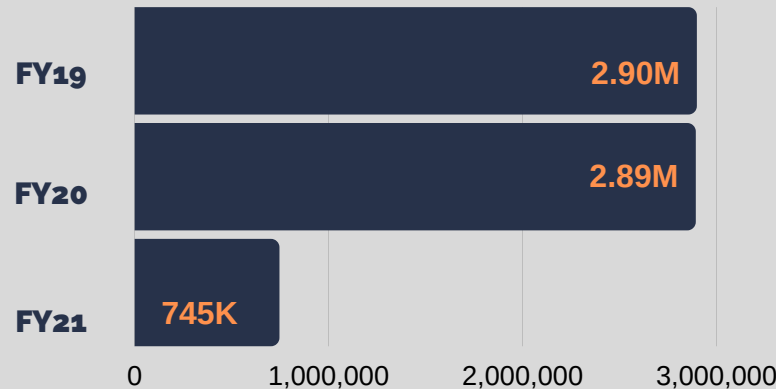
**TOTAL DECEMBER  
DEPLANED PASSENGERS**

**60,271**

**VS. DECEMBER 2019  
TOTAL PASSENGERS**

**-73.9%**

**FYTD TOTAL  
PASSENGERS**



**TOTAL DECEMBER LEISURE &  
HOSPITALITY EMPLOYMENT**

**\* 32,400**

**VS. DECEMBER 2019**

**-24.7%**

**CYTD VS. PYTD**

**-18.9%**

Source: Bureau of Labor Statistics


\*Preliminary BLS figure

# January 2021 Destination Dashboard

**JANUARY  
 BUSINESS  
 OCCURRING**




	Jan '21	% Change vs. Jan '20	% Change vs. PYTD
# of Meetings/Events	0	-100%	-93.2%
Room Nights	0	-100%	-99.4%
Attendance	0	-100%	-98.4%
Direct Spend	\$0	-100%	-99.4%



**FUTURE CITYWIDE\*  
 EVENTS BOOKED FYTD**

NEW	TOTAL
2	3
<b>ATTENDEES</b> 2,250	<b>ATTENDEES</b> 3,250
<b>ROOM NIGHTS</b> 3,977	<b>ROOM NIGHTS</b> 4,463
<b>DIRECT SPEND</b> \$2.5M	<b>DIRECT SPEND</b> \$2.8M



**FUTURE NON-CITYWIDE  
 EVENTS BOOKED FYTD**

<b>TOTAL</b>	47
<b>ATTENDEES</b>	14,049
<b>ROOM NIGHTS</b>	16,450
<b>DIRECT SPEND</b>	\$7.8M

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

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



<b># OF EVENTS</b>	12	<b>ATTENDEES</b>	2,529
<b>ROOM NIGHTS</b>	1,211	<b>DIRECT SPEND</b>	\$588K

# January 2021 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 50  
PYTD: 149 ▼ -66.4%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 20,913  
PYTD: 122,125 ▼ -82.9%

## FUTURE ATTENDANCE BOOKED

FYTD: 17,299  
PYTD: 171,606 ▼ -89.9%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$10.7M  
PYTD: \$52.3M ▼ -79.6%

## ADVERTISING IMPRESSIONS

FYTD: 37.6M  
PYTD: 72.2M ▼ -47.9%

## WEBSITE USER SESSIONS

FYTD: 772,053  
PYTD: 1,417,793 ▼ -45.6%

## VISITOR GUIDE FULFILLMENT

FYTD: 5,563  
PYTD: 18,156 ▼ -69.4%

## VISITOR CENTER TRAFFIC

FYTD: 763  
PYTD: 89,674 ▼ -99.1%

## ACE TRAINEES

FYTD: 0  
PYTD: 138 ▼ -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: 225,456  
PYTD: 221,325 ▲ +1.9%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 151,920  
PYTD: 295,687 ▼ -48.6%

## FYTD EARNED MEDIA COVERAGE\*

### Travel Articles Generated

39

Circulation/Reach  
208,281,169

Publicity Value  
\$4.0M

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

## SALES FAMILIARIZATION & SITE TOURS

FYTD: \*8  
PYTD: 71 ▼ -88.7%

\*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.

# January 2021 President's Report

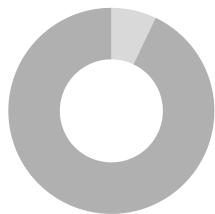
## LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. NOV 2019	VS. PYTD
<b>TOTAL NOVEMBER 2020 REVENUE</b> \$498,437.28	▼ -52.5%	▼ -56.9%
<b>*SHORT-TERM RENTALS ONLY</b> \$31,198.91	▼ -24.5%	▼ -13.8%
<b>MINUS SHORT-TERM RENTALS</b> \$467,238.37	▼ -53.7%	▼ -58.4%



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

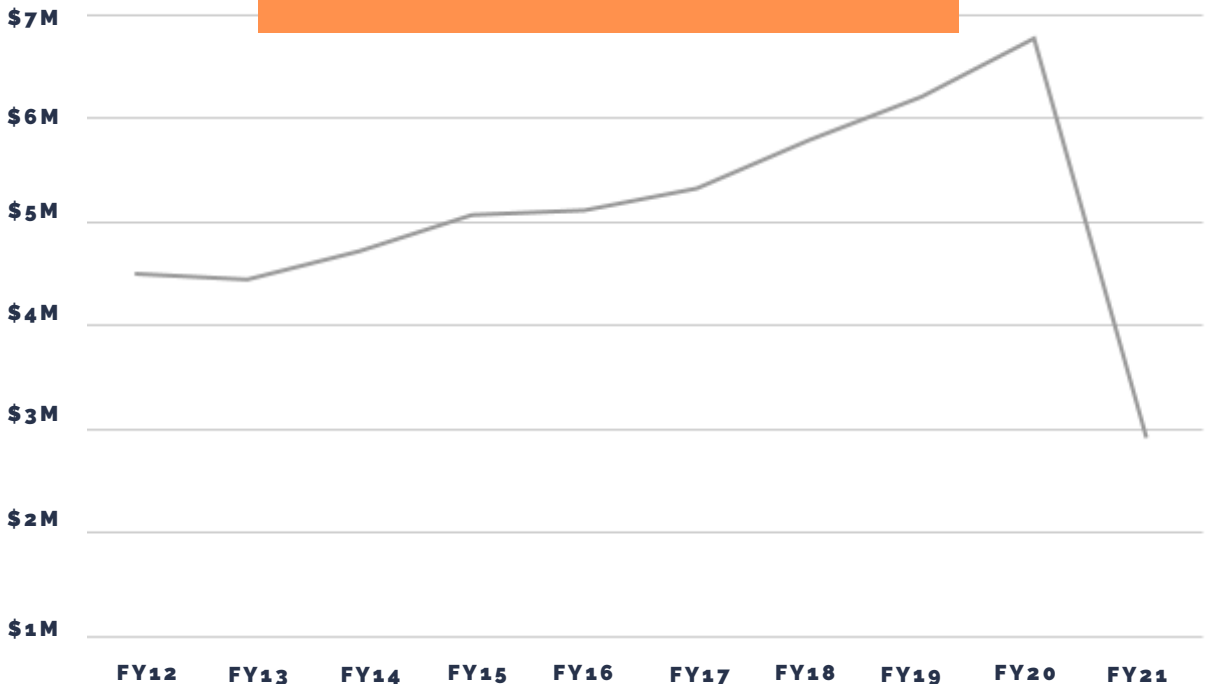
Short-Term Rentals  
7.1%



Non  
92.9%

Short-term Rentals as a % of FYTD Revenue

### 10 YEAR LODGERS' TAX FYTD HISTORY



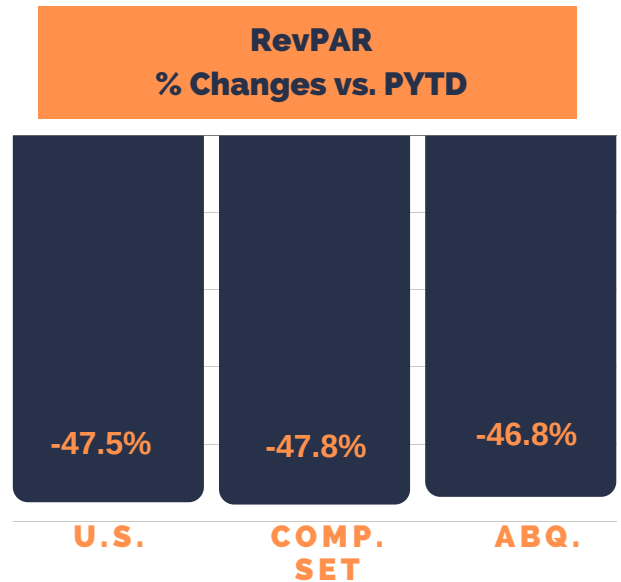
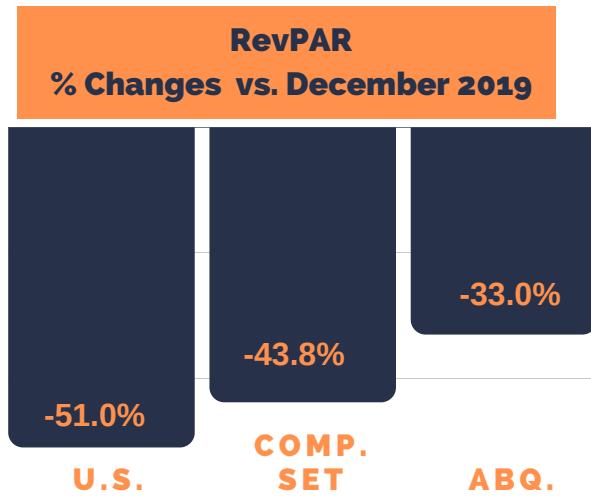
Source: City of Albuquerque



# 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>45.2%</b>	<b>-32.9%</b>	<b>\$71.14</b>	<b>-20.7%</b>	<b>-46.8%</b>	<b>-35.0%</b>
*Comp. Set Average	<b>45.1%</b>	<b>-33.6%</b>	<b>\$91.14</b>	<b>-20.6%</b>	<b>-47.8%</b>	not available
U.S. Average	<b>44.0%</b>	<b>-33.3%</b>	<b>\$103.25</b>	<b>-21.3%</b>	<b>-47.5%</b>	<b>-35.7%</b>

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



## Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	<b>32.6%</b>	<b>-55.8%</b>	<b>\$114.25</b>	<b>-9.3%</b>	<b>-59.9%</b>
Uptown	<b>29.5%</b>	<b>-59.1%</b>	<b>\$99.39</b>	<b>-9.2%</b>	<b>-62.9%</b>
Airport	<b>33.9%</b>	<b>-56.2%</b>	<b>\$85.71</b>	<b>-15.9%</b>	<b>-63.2%</b>
Northern Corridor	<b>34.1%</b>	<b>-50.3%</b>	<b>\$91.90</b>	<b>-16.1%</b>	<b>-58.3%</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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# CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL  
EVENT BOOKINGS

4

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$574K

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

1,472

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



91

FYTD VS. PYTD

-72.8%

Month's Room Nights  
Booked by Event Type



Mtgs. & Conventions  
100%

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### JANUARY:

- 12-15: PCMA CONVENING LEADERS VIRTUAL EVENT
- 21: MPI CHICAGO VIRTUAL HOLIDAY PARTY
- 21-22: EVENT SERVICE PROFESSIONALS ASSOCIATION (ESPA) VIRTUAL EVENT
- 27: ROCKY MOUNTAIN PCMA COMMUNITY CONVERSATIONS

### FEBRUARY:

- 8: MPI CHICAGO MEMBERSHIP MONDAY
- 16: SIMPLEVIEW 2021 KEYNOTE
- 25-26: TTRA GREATER WESTERN CHAPTER VIRTUAL ANNUAL CONFERENCE

. VISIT .

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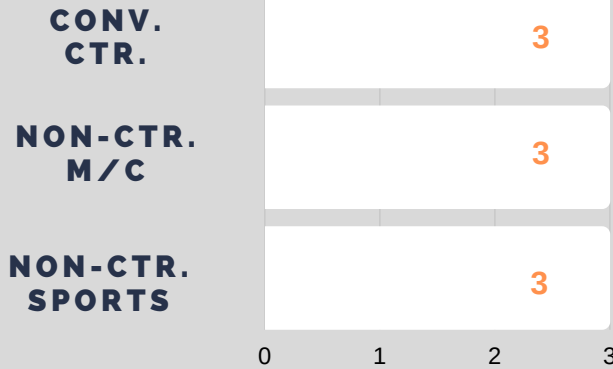
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# CONVENTION SALES, SERVICES & SPORTS (CONT.)

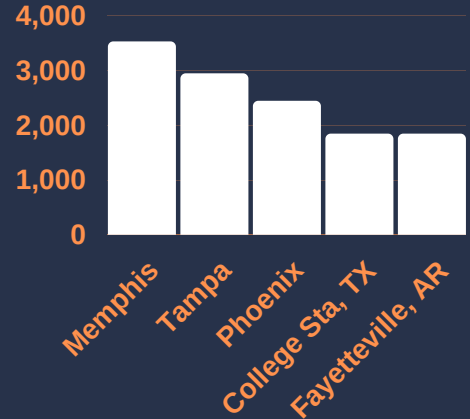
## LOST BUSINESS

### MONTH'S TOTAL LOSSES

9



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



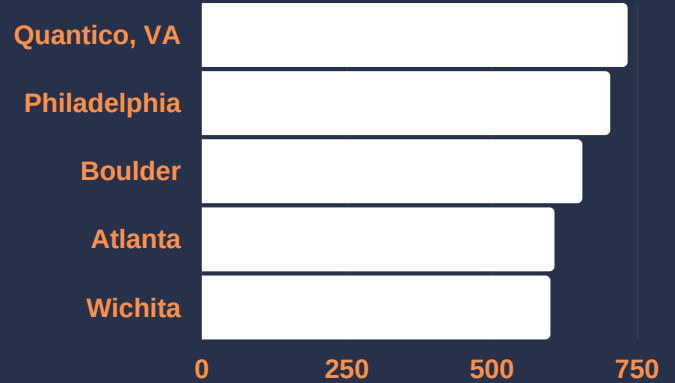
### Most Room Nights Lost To (FYTD Non-Ctr. Sports)

Event CXL  
6.2%



Multiple Locations  
90.4%

### 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	18%
Insufficient Local Infrastructure	10%

MONTH'S ROOM NIGHTS LOST  
5,555

MONTH'S ATTENDEES LOST  
2,658

MONTH'S DIRECT SPEND LOST  
\$2.6M



# PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

1



FYTD MEMBERSHIP

650

VS. PYTD

-9.1%

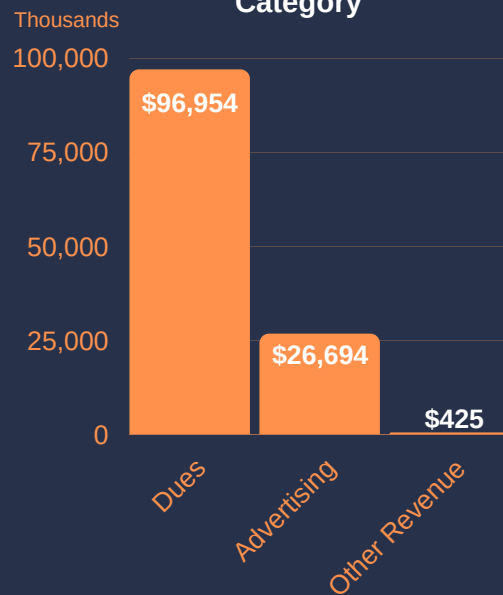
FYTD REVENUE

\$124,074

VS. PYTD

-64%

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

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# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

2

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

100%



Food & Wine Magazine article  
BP Score: 86

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

4M

CORRESPONDING  
PUBLICITY VALUE

\$1.3M



## FEATURED MEDIA EFFORTS

**1/1: Check In, Bliss Out - Food & Wine (print and online)**

**1/4: TrueABQ Challenge launches, aims to support local businesses - KRQE (broadcast and online)**

**1/5: Initiative asks ABQ residents to be tourists in their own city - Albuquerque Journal (print and online)**

**1/6: Moving into next phase of Recovery Readiness Initiative with production of immersive media - New Mexico.org (syndicated)**

**1/7: Show support for local businesses by participating in the #TrueABQ challenge - KRQE (broadcast and online)**

**1/11: 2021 USATF Indoor Championships scheduled for Albuquerque canceled - KRQE (broadcast and online)**

**1/14: Visit Albuquerque launches TrueABQ Challenge campaign - Albuquerque Business First (print and online)**

Local Media  
National Media

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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"START YOUR NEW YEAR WITH A BREATH OF FRESH AIR IN ALBUQUERQUE!"

124,359 LEISURE CONTACTS

10.1%

CLICK-TO-OPEN RATE

5.4%

"JOIN THE #TRUEABQ CHALLENGE AND SUPPORT LOCAL!"

3,049 LOCAL CONTACTS

33.3%

17.2%

## TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH


18,564

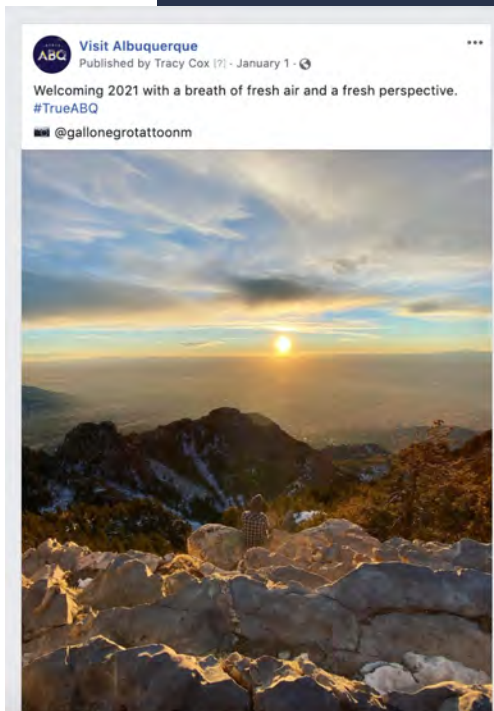
## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 129,570

 58,043

 37,843

 visitabq Love is in the air. #TrueABQ



HIGH ENGAGEMENT POSTS OF THE MONTH

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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

**1/28: Attended Lodgers' Tax Advisory Board Meeting via video conference**

**1/27: Tania Armenta attended Ski New Mexico Board Meeting via video conference**

**1/21: Tania Armenta attended the New Mexico Hospitality Association Board Meeting via video conference**

**1/19: Rachel Cromer Howard was a panelist on an AudioEye webinar titled "A Journey to Accessibility"**

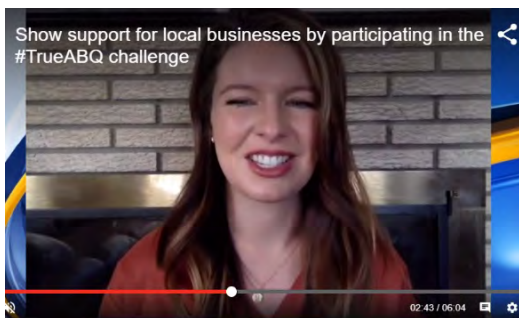
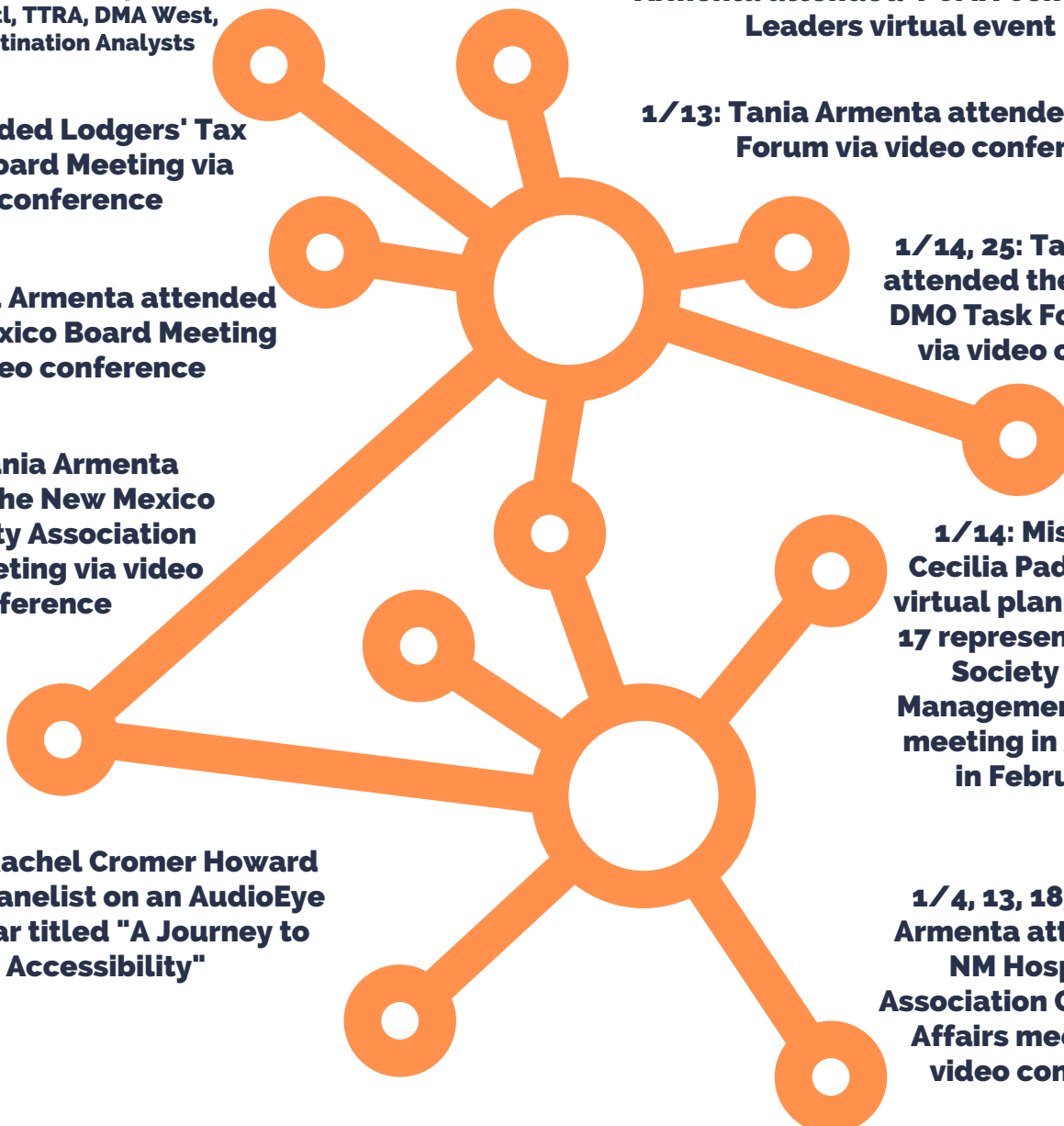
**1/12-15: Kristin McGrath, Larry Atchison, Misty Jester, Clarissa Baca and Tania Armenta attended PCMA Convening Leaders virtual event**

**1/13: Tania Armenta attended Economic Forum via video conference**

**1/14, 25: Tania Armenta attended the NM Tourism DMO Task Force meeting via video conference**

**1/14: Misty Jester & Cecilia Padilla hosted a virtual planning visit with 17 representatives of the Society for Range Management who will be meeting in Albuquerque in February 2022.**

**1/4, 13, 18, 25: Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference**



**Tracy Cox discusses the details of the #TrueABQ challenge on KRQE**

## Events Hosted by Visit Albuquerque

- 1/7: DOS meeting via video conference**
- 1/7: Downtown DOS meeting via video conference**
- 1/14: DOS meeting via video conference**
- 1/21: Visit Albuquerque Executive Committee meeting via video conference**
- 1/21: DOS meeting via video conference**
- 1/26: Visit Albuquerque Board of Directors meeting via video conference**
- 1/28: 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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# 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. Updated chart provided below.**

**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%.**

	RED	YELLOW	GREEN
<b>Mass gathering limit</b>	5 people 40 vehicles	10 people 80 vehicles	20 people 120 vehicles
<b>Places of lodging that are NM Safe Certified</b>	40% of max occupancy	60% of max occupancy	75% of max occupancy
<b>Places of lodging that are not NM Safe Certified</b>	25% of max occupancy	25% of max occupancy	40% of max occupancy
<b>Vacation rentals</b>	5 guests maximum	5 guests maximum	10 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
<b>Indoor dining at food and drink establishments</b>	Not permitted	25% 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
<b>Essential retail businesses</b>	25% of max occupancy	33% of max occupancy	50% of max capacity
<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
<b>Close-contact businesses</b>	25% of max capacity or 10 customers at a time, whichever is smaller	25% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity
<b>Houses of worship</b>	25% of max capacity	33% of max capacity	50% of max capacity
<b>Close-contact recreational facilities</b>	Closed	Closed	Closed
<b>Outdoor recreational facilities</b>	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	25% 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
<b>Indoor shopping malls</b>	25% of max occupancy	25% of max occupancy	50% of max occupancy
<b>All other businesses</b>	25% of max capacity or 75 customers at a time, whichever is smaller	25% of max capacity or 125 customers at a time, whichever is smaller	50% of max capacity

**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.**

**FEBRUARY 2021**

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