

January 2022 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 2020
+165.9%
VS. NOVEMBER 2019
+28.03%
VS. FY21 VS. FY20
+143.14% +5.15%

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

AVERAGE HOTEL OCCUPANCY

VS. DECEMBER 2020
+30%
VS. DECEMBER 2019
-13.1%
VS. CYTD 2020 VS. CYTD 2019
+37.5% -8.2%

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

AVERAGE DAILY RATE

VS. DECEMBER 2020
+39.9%
VS. DECEMBER 2019
+25.1%
VS. CYTD 2020 VS. CYTD 2019
+28% +16.1%

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

DECEMBER 2021 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

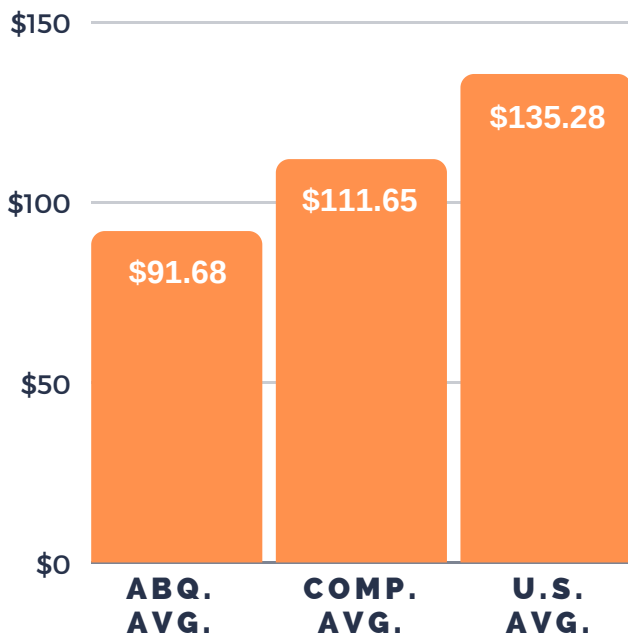
COMP. AVERAGE

U.S. AVERAGE

54.8%

54.5%

53.3%



DECEMBER 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

January 2022 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL DECEMBER ENPLANED PASSENGERS

175,259



TOTAL DECEMBER DEPLANED PASSENGERS

175,471

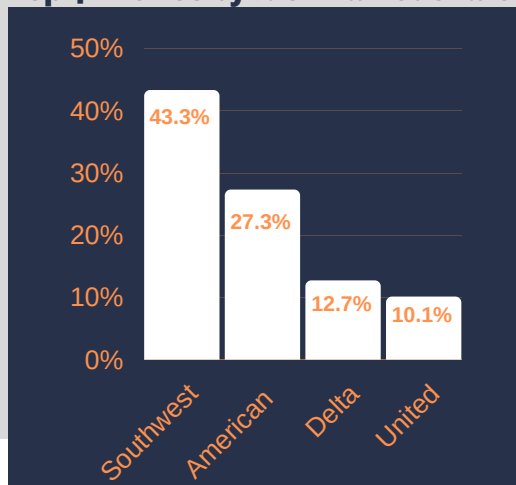
VS. DECEMBER 2020 TOTAL PASSENGERS

+192.5%

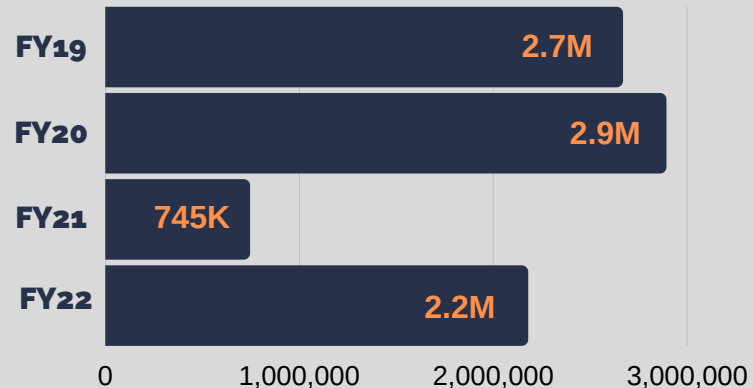
VS. DECEMBER 2019 TOTAL PASSENGERS

-24.8%

Top 4 Airlines by % of Market Share



FYTD TOTAL PASSENGERS



Note: Sunport data for December was reported in the December report. January's numbers will be reported in the February report.



TOTAL DECEMBER LEISURE & HOSPITALITY EMPLOYMENT

***38,800**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

VS. DECEMBER 2020

+20.12%

VS. DECEMBER 2019

-14.69%

VS. 2020 CYTD

+6.72%

VS. 2019 CYTD

-16.28%

January 2022 Destination Dashboard

JANUARY BUSINESS OCCURRING

	Jan '22	vs. Jan '21	% Change vs. FY21	% Change vs. FY20
# of Meetings/Events	4	0	100%	-37.4%
Room Nights	2,543	0	100%	27.5%
Attendance	3,623	0	100%	11.2%
Direct Spend	\$992.7K	\$0	100%	18.7%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
6	27
ATTENDEES	ATTENDEES
8,505	81,093
ROOM NIGHTS	ROOM NIGHTS
11,308	47,330
DIRECT SPEND	DIRECT SPEND
\$5.1M	\$21M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	79
ATTENDEES	35,020
ROOM NIGHTS	23,703
DIRECT SPEND	\$10.1M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	64	ATTENDEES	104,930
ROOM NIGHTS	56,041	DIRECT SPEND	\$25M



January 2022 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD **106** PYTD: 50 ▲ 112%
 FY20: 149 ▼ -28.9%

FUTURE ROOM NIGHTS BOOKED

FYTD **71,033** PYTD: 20,913 ▲ 239.7%
 FY20: 122,125 ▼ -41.8%

FUTURE ATTENDANCE BOOKED

FYTD **116,113** PYTD: 17,299 ▲ 571.2%
 FY20: 171,606 ▼ -32.3%

FUTURE DIRECT SPEND BOOKED

FYTD **\$31.2M** PYTD: \$10.7M ▲ 192.1%
 FY20: \$52.3M ▼ -40.4%

ADVERTISING IMPRESSIONS

*** FYTD** **220.8M** PYTD: 37.6M ▲ 487.4%
 FY20: 72.2M ▲ 205.9%

WEBSITE USER SESSIONS

FYTD **1.53M** PYTD: 772K ▲ 98.53%
 FY20: 1.4M ▲ 8.11%

VISITOR GUIDE FULFILLMENT

FYTD **13,254** PYTD: 5,563 ▲ 139.7%
 FY20: 18,156 ▼ -2.3%

VISITOR CENTER TRAFFIC

FYTD **52,854** PYTD: 763 ▲ 6827%
 FY20: 71.9K ▼ -93%

ACE TRAINEES

FYTD **0** PYTD: 0 — 0%
 FY20: 138 ▼ -100%

GROUP TOURS

FYTD **148** PYTD: 0 ▲ 100%
 FY20: 56 ▲ 130.4%

GROUP TOUR ROOM NIGHTS

FYTD **9,819** PYTD: 0 ▲ 100%
 FY20: 1,869 ▲ 424.3%

SOCIAL MEDIA FOLLOWERS

FYTD **238,839** PYTD: 225K ▲ 5.9%
 FY20: 221K ▲ 7.9%

SOCIAL MEDIA ENGAGEMENT

FYTD **276,023** PYTD: 151,920 ▲ 81.7%
 FY20: 295,687 ▼ -6.7%

SALES FAMILIARIZATION & SITE TOURS

FYTD **25** PYTD: 8 ▲ 212.5%
 FY20: 71 ▼ -64.79%

FYTD MEDIA SITE VISITS

6

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

36

Circulation/Reach

165,337,663

Publicity Value

\$1.5M

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

***FY22 ad impressions include co-op partnership with NM True.**

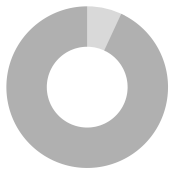
Note: FYTD= Fiscal Year To Date. Our Fiscal Year Runs July 1 - June 30.

January 2022 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL NOVEMBER 2021 REVENUE	VS. NOV 2020	VS. FY21	VS. FY20
\$1,325,329	▲ 166%	▲ 143.1%	▲ 5.2%
*SHORT-TERM RENTALS ONLY			
\$491,842.66	▲ 189.2%	▲ 136.8%	▲ 108.8%
MINUS SHORT-TERM RENTALS			
\$1,235,101.91	▲ 164.3%	▲ 143.6%	▲ 1.49%

Short-Term Rentals
6.9%

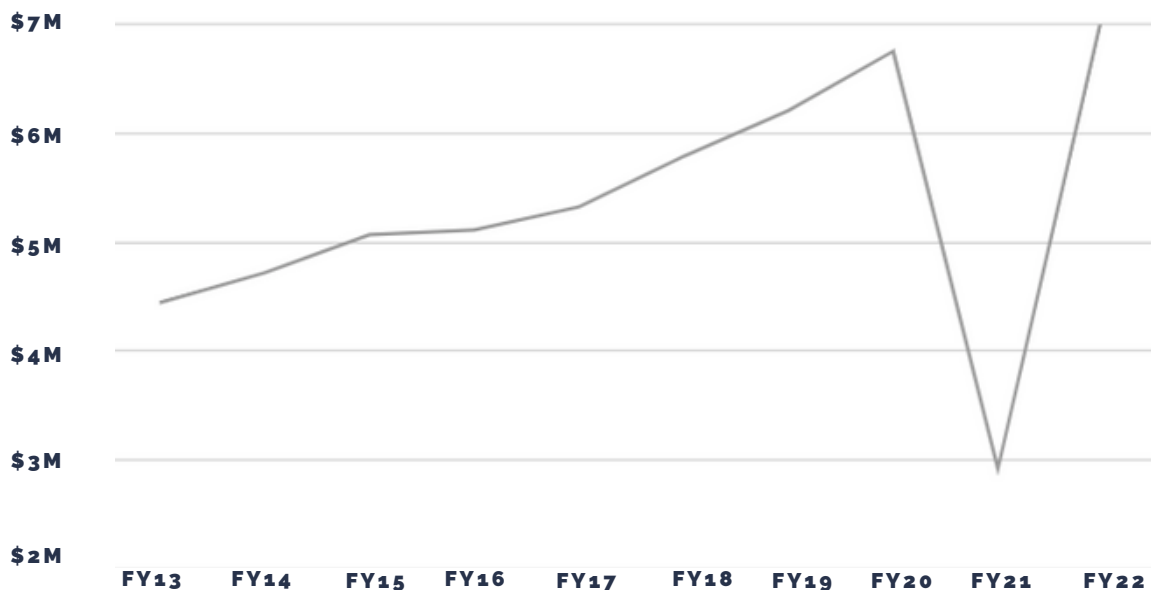


Non
93.1%

Short-term Rentals as
a % of FY22 Revenue

** Includes Airbnb, VRBO/Home Away,
and Short Term Rentals collections*

10 YEAR LODGERS' TAX FYTD HISTORY



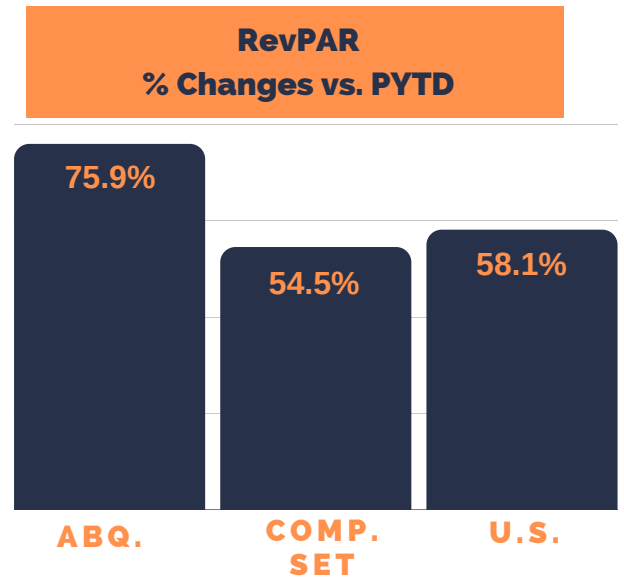
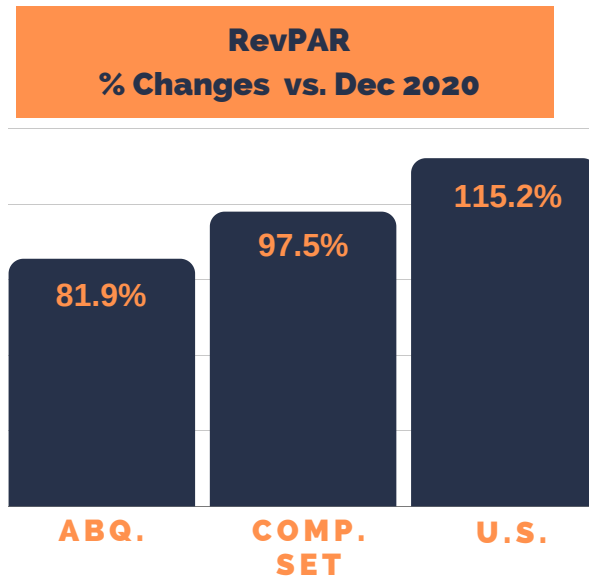
Source: City of Albuquerque



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	62.3%	37.5	\$91.64	28%	75.9%	38.5%
*Comp. Set Average	59.2%	30.8%	\$110.70	18%	54.5%	not available
U.S. Average	57.6%	31%	\$124.67	20.7%	58.1%	37.7%

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



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	47.7%	46.7%	\$139.43	22.1%	79.2%
Uptown	45.9%	55.5%	\$117.55	18.3%	83.9%
Airport	54.9%	61.7%	\$102.45	19.5%	93.3%
Northern Corridor	50.8%	49%	\$115.13	25.3%	86.7%

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.
Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

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CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

17

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$7.8M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

18,346

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



253

FYTD VS.
PYTD

178%

FYTD VS.
FY19

-23.9%

Mtgs. & Conventions
14.1%



Sporting Events
85.9%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



JANUARY:

9: RMPCMA CHAPTER RECEPTION - LAS VEGAS, NV
9-12: PCMA CONVENING LEADERS - LAS VEGAS, NV
24-25: MPINM BOARD MEETING & EDUCATIONAL PROGRAM

FEBRUARY:

1 -3: RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION:
EMERGE 2022 - SACRAMENTO, CA

MARCH:

1-2: MIC-CO ANNUAL EDUCATION CONFERENCE & TRADESHOW -
DENVER, CO
1-3: INDEPENDENT PLANNERS EDUCATION CONFERENCE - LAS
VEGAS, NV
12-13: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
25: DESTINATIONS SHOWCASE - WASHINGTON, DC

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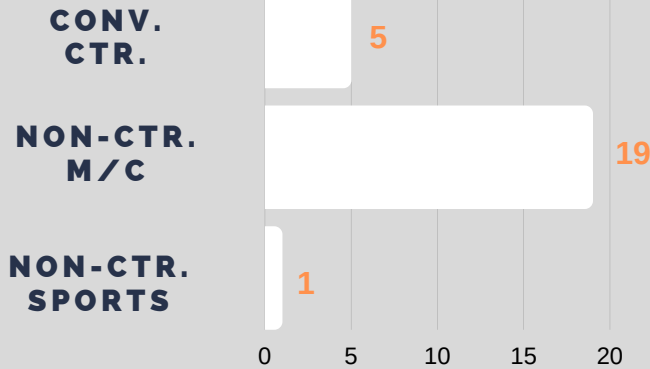
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

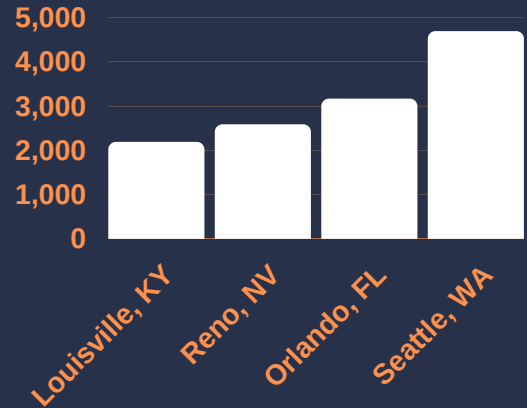
LOST BUSINESS

MONTH'S TOTAL LOSSES

25



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

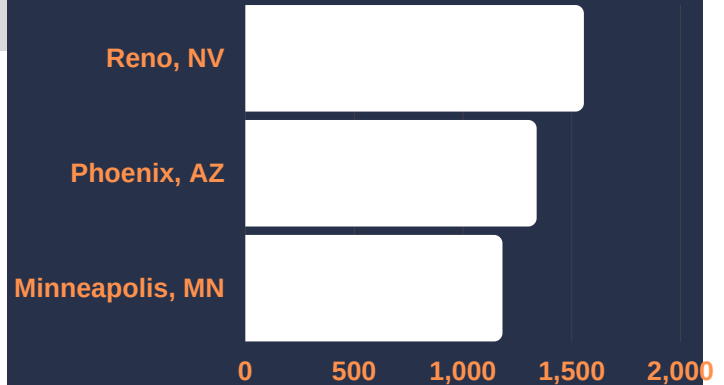


Most Room Nights Lost To (FYTD Non-Ctr. Sports)



Hyatt Tamaya
100%
(160 total room nights)

Most Room Nights Lost To (FYTD Non- Ctr. Mtgs/Conv.)



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

Insufficient Local Infrastructure	33%
Other Location(s) Preferred	37%
No Response from Planner	7%

MONTH'S ROOM NIGHTS LOST
14,381

MONTH'S ATTENDEES LOST
6,191

MONTH'S DIRECT SPEND LOST
\$5.9M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

4



FYTD MEMBERSHIP

624

VS. FY21

-4%

VS. FY20

-12.7%

FYTD REVENUE

\$225,943

VS. FY21

+82.1%

VS. FY20

-35.2%

FYTD Revenue by
Category

Thousands

150,000

100,000

50,000

0

\$132,220

\$91,473

\$2,250

Dues

Advertising

Other Revenue



PARTNER EVENTS
THIS MONTH

0

Partner Orientation & ACE Training
Cancelled due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

13

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MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

7

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

100%

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

75.7M

CORRESPONDING
PUBLICITY VALUE

\$140K

Thrillist article
BP Score: 120

FEATURED MEDIA EFFORTS

thrillist

Get Inside a Video Game at Albuquerque's Electric Playhouse

Down to dodge space debris?

By Vanya Salibury

PUBLISHED ON 12/21/2022 AT 6:47 PM

THE FIRST TASK IS INNOCENT ENOUGH: Enter through a fantastical hallway arched with blue and purple neon lights. But before you do this, there's a list of rules. The first rule: Just Be Cool.

Because at the other end of the hallway, there's pure mayhem. Hundreds of digital squares line the floor, lighting up in patterns that flit across the room. Following the squares are people, zig-zagging this way and that, crossing paths and almost colliding in their pursuit. You instinctively know your assignment—pick your color and stomp on its squares. Battle it out against strangers for supremacy in this futuristic whack-a-mole.

This is Electric Playhouse: 25,000 square feet of fun in an Albuquerque strip mall, a template for what digital entertainment and immersive gaming could look like in the future. It's social, active, and, as a benefit of the medium, transitory and infinite: play a game in one room and return 30 minutes later to find it fully transformed.

"It's a new idea of what a family entertainment center can be," says CEO (Chief Experience Officer) John-Mark Collins, who co-founded the concept with CEO (the other kind) Brandon Garrett, architect and creative technologist. "A kind of interchangeable, always-engaging community center for the 21st century."



- 1/1: Where to Eat, Shop, and Stay in Albuquerque's Old Town and Sawmill Districts - Travel + Leisure**
- 1/3: Covid weary NM travelers found a way to fly and drive - Albuquerque Journal**
- 1/5: 22 Reasons To Visit New Mexico In 2022 - Forbes Travel Guide**
- 1/5: 11 Reasons You'll Love These 3 Luxurious Spas in New Mexico - Travel Awaits**
- 1/15: New ABQ lifestyle shop aims to offer Old Town appeal to locals - Albuquerque Journal**
- 1/19: 20 Best Cities in the U.S. for a Romantic Getaway - BRIDES**
- 1/20: Make February Wilder with These Offbeat Travel Ideas - Thrillist**
- 1/20: UNM to debut 'best track in the world' on Saturday - KRQE**
- 1/22: Indoor track & field returns: Lobos host meet at new track inside Albuquerque Convention Center - KOB**
- 1/23: Author on unique journey stops in Albuquerque - KRQE**
- 1/30: Author working his way around the country making iconic items makes ABQ stop - Albuquerque Journal**
- 1/31: Get Inside a Video Game at Albuquerque's Electric Playhouse - Thrillist**
- 1/31: Romantic trips to take in America - FOX News**

Local Media

National Media

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MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
1/1: "TO NEW BEGINNINGS IN THE NEW YEAR"	116,919 LEISURE CONTACTS	28%	6.5%
1/1: "TO NEW BEGINNINGS IN THE NEW YEAR"	3,203 LOCAL CONTACTS	43.6%	12.5%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

17,503

SOCIAL MEDIA FOLLOWERS BY PLATFORM

f 135,949

t 58,399

i 44,491



HIGH
ENGAGEMENT POSTS
OF THE MONTH

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COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

1/28: Several Visit ABQ staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon

1/4: Several Visit ABQ staff attended a 50th Balloon Fiesta Celebration planning meeting with AIBF and CABQ Parks & Rec

1/26: Tania Armenta attended the Destination Marketing Accreditation Program Board Meeting

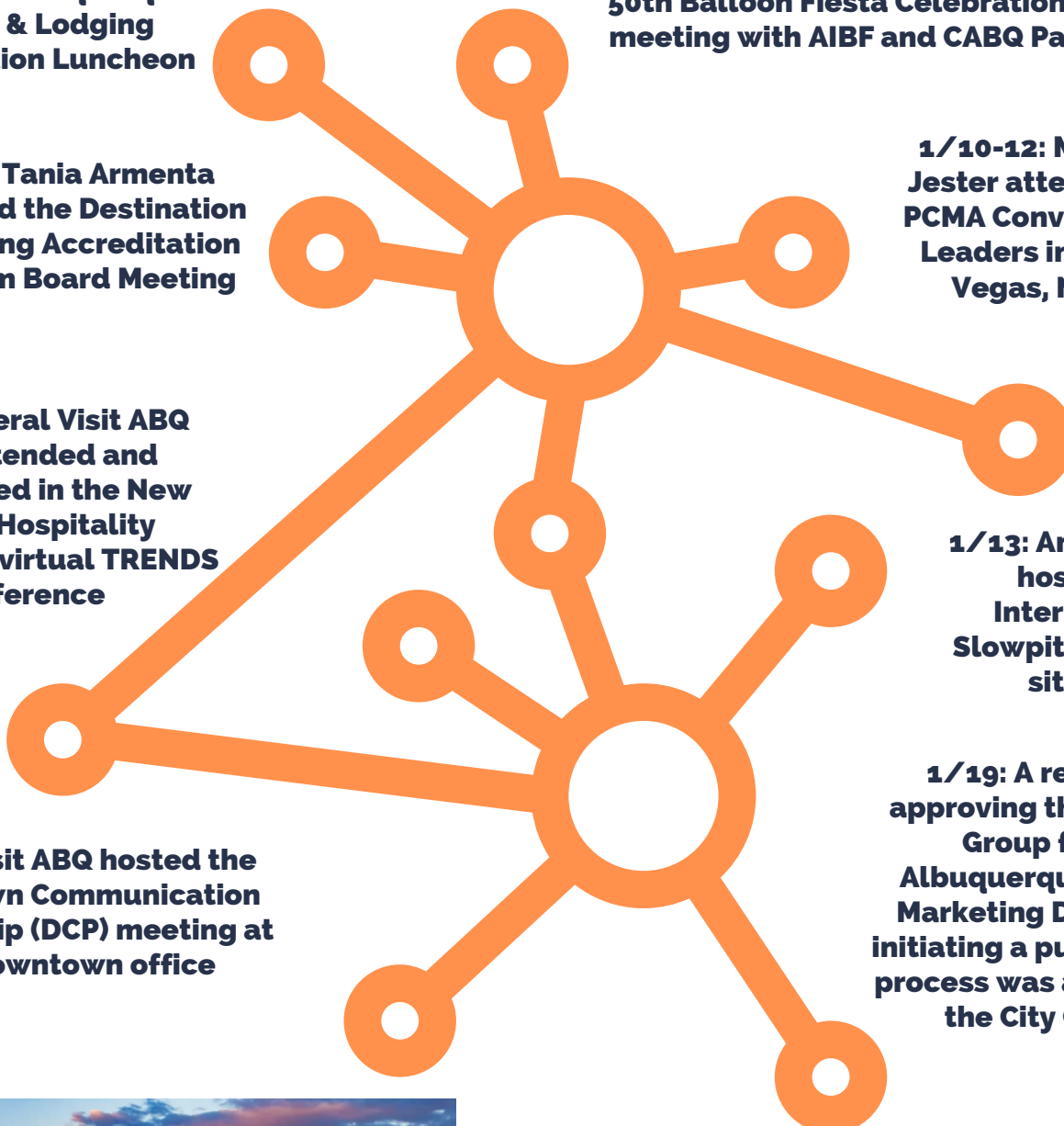
1/10-12: Misty Jester attended PCMA Convening Leaders in Las Vegas, NV

1/25: Several Visit ABQ staff attended and participated in the New Mexico Hospitality Association virtual TRENDS Conference

1/13: Angie Jepsen hosted an International Slowpitch Softball site tour

1/20: Visit ABQ hosted the Downtown Communication Partnership (DCP) meeting at our downtown office

1/19: A resolution approving the Planning Group for the Albuquerque Tourism Marketing District and initiating a public hearing process was approved by the City Council



Kristin McGrath participated on the panel presentation "The Return of Meetings & Events" at the virtual TRENDS Conference

Events Hosted by Visit Albuquerque

1/18: Visit Albuquerque Executive Committee Meeting

1/27: Visit Albuquerque Board of Directors Meeting

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CHANGE YOUR PERSPECTIVE

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.

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.

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.
2/24: "Red to Green" framework updated to include Turquoise level.

FEBRUARY 2021

MARCH 2021

Bernalillo County remains at Yellow Level throughout March
3/24: Visitation allowed at Long Term Care Facilities
3/29: Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level

4/5: All APS Schools reopen
4/7: Bernalillo County remains at Yellow Level
4/9: Mass gathering definition expanded and maximum capacity definition added.
4/23: Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
4/30: New gating criteria announced to include vaccination rates.

APRIL 2021

MAY 2021

5/5: Bernalillo County reaches "Turquoise" Status; Capacity Levels increased
5/13: Children 12 and over become eligible for vaccine

6/18: New Mexico successfully meets 60% vaccination goal to open by July 1.

JUNE 2021

JULY 2021

7/1: All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.

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COVID-19/CORONAVIRUS TIMELINE

8/20: Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

AUGUST 2021

SEPTEMBER 2021

9/9: President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.

10/20: FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

10/29: FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

OCTOBER 2021

NOVEMBER 2021

11/12: Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.
11/26: The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.
11/30: The United States also classified Omicron as a Variant of Concern.

12/2: The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

12/12: The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

12/29: Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta here, as it has in many other regions.

DECEMBER 2021

JANUARY 2022

1/4: The New Mexico Department of Health announced that it revised its guidelines for isolation and quarantine related to COVID-19 exposure or infection and is now following the CDC guidelines, reducing isolation time from ten days to five days.

1/18: Gov. Michelle Lujan Grisham and the New Mexico Department of Health announced they are securing over 1 million iHealth at-home rapid antigen tests for the state, to be initially distributed in areas of higher social vulnerability.

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