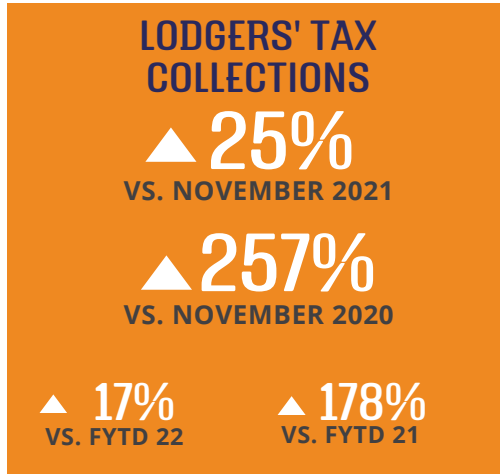
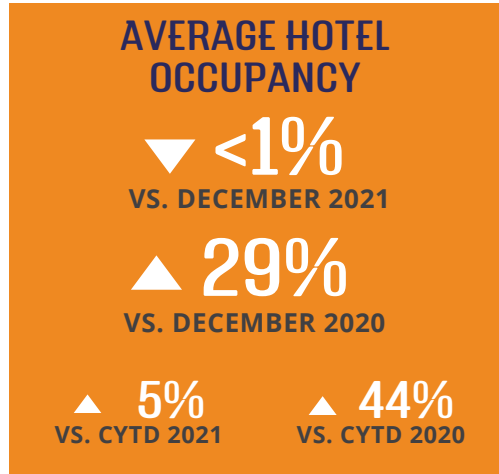


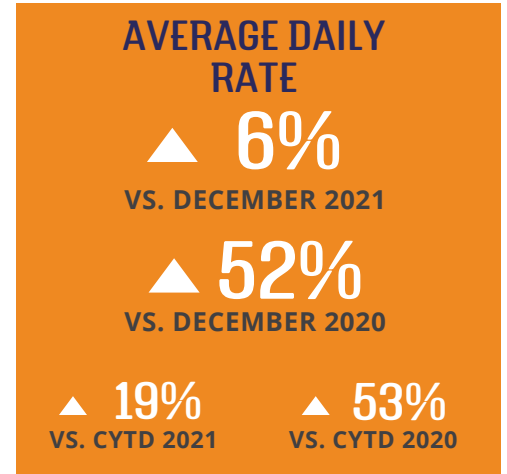
January 2023 Destination Dashboard



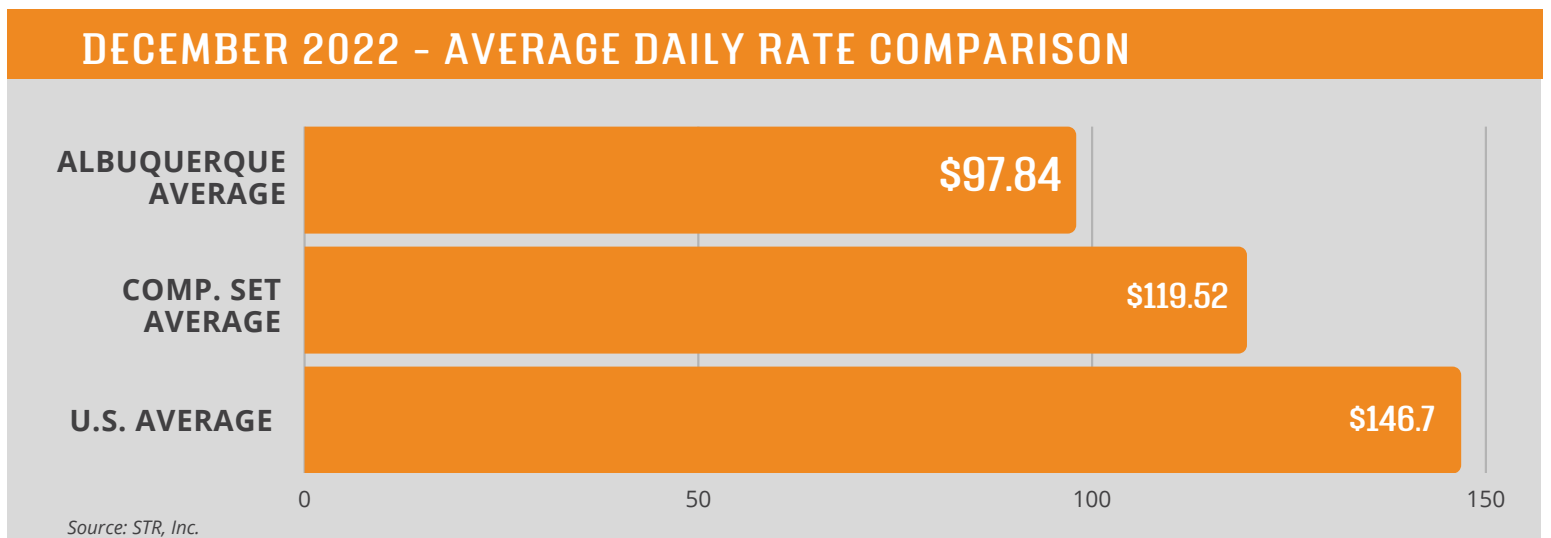
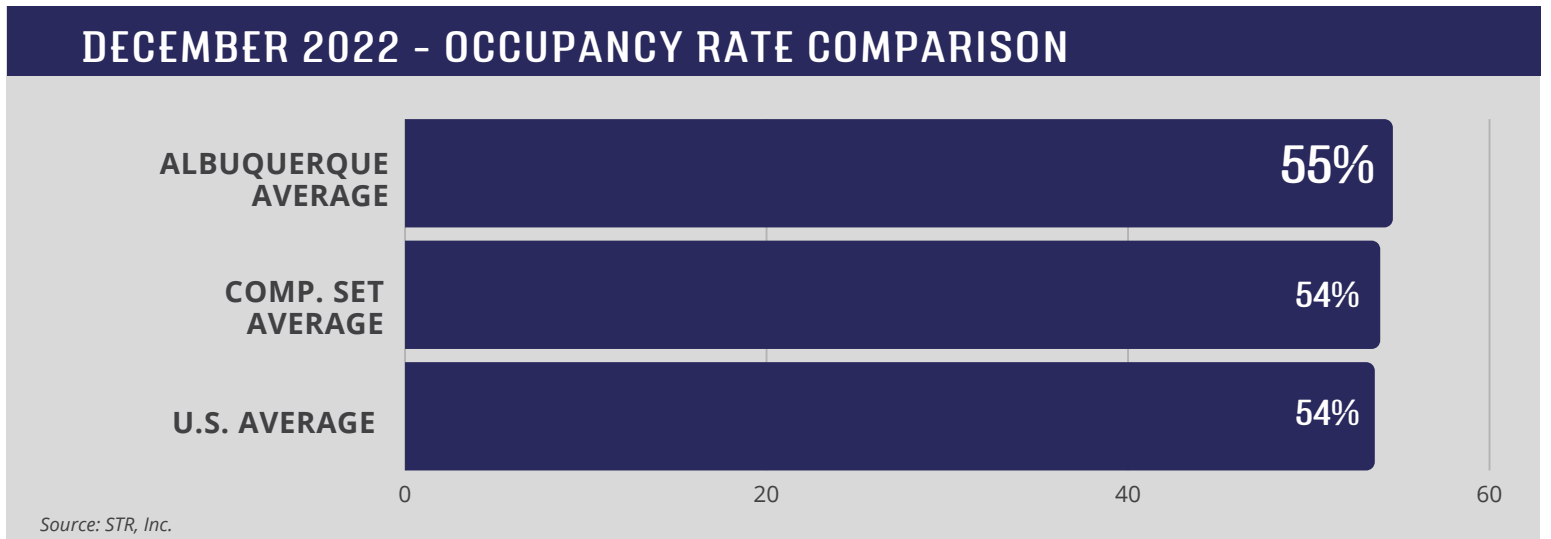
Source: City of Albuquerque
 See full collections analysis on pg. 1 of the President's Report



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



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



January 2023 Destination Dashboard

DECEMBER 2022 - SUNPORT AIRLINE METRICS

374,940
TOTAL PASSENGERS

▲ 7%

VS. DECEMBER 2021
TOTAL PASSENGERS

▲ 212%

VS. DECEMBER 2020
TOTAL PASSENGERS



TOTAL DECEMBER
DEPLANED PASSENGERS

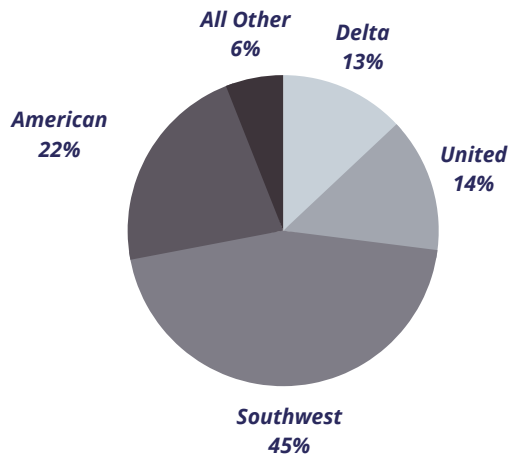
187,287

TOTAL DECEMBER
ENPLANED PASSENGERS

187,203



AIRLINES BY % OF MARKET SHARE



5-YR FYTD TOTAL PASSENGERS

FY19 2,897,862

FY20 2,792,367

FY21 745,127

FY22 2,179,437

FY23 2,565,941

Source: Albuquerque International Sunport

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

43,100

TOTAL DECEMBER 2022 LEISURE &
HOSPITALITY EMPLOYMENT

▲ 4%

VS. DECEMBER 2021

▲ 33%

VS. DECEMBER 2020

43.6K
DEC. 2018

44.5K
DEC. 2019

41.3K
DEC. 2021

43.1K
DEC. 2022

30.2K
DEC. 2020

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

January 2023 Destination Dashboard

JANUARY BUSINESS OCCURRING	JAN '23	JAN '22	% CHANGE VS. JAN '22	% CHANGE VS. JAN '21
# OF MEETINGS/EVENTS	11	4	175% ▲	N/A
ROOM NIGHTS	4,370	2,543	72% ▲	N/A
ATTENDANCE	3,852	3,623	6% ▲	N/A
DIRECT SPEND	\$1,586,908	\$992,734	60% ▲	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	2	15	-44% ▼	400% ▲
ROOM NIGHTS	5,224	26,615	-44% ▼	496% ▲
ATTENDANCE	2,220	37,118	-54% ▼	1K% ▲
DIRECT SPEND	\$2,539,211	\$12,498,533	-41% ▼	340% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	76	105	33% ▲	123% ▲
ROOM NIGHTS	21,568	28,715	21% ▲	75% ▲
ATTENDANCE	15,568	36,421	4% ▲	159% ▲
DIRECT SPEND	\$10,637,678	\$14,770,776	46% ▲	89% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	55	31,771	
	SPORTING EVENTS	ROOM NIGHTS	
	57,969	\$15.3M	
	ATTENDEES	DIRECT SPEND	

COVID-19 IMPACT:

Since March 2020, the overall pace of booking future meetings, conventions, and sporting events has slowed. Nationally the industry is experiencing a delayed recovery with the expectation of returning to pre-pandemic volume by 2024.

January 2023 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
FUTURE EVENTS BOOKED	120	106	13% ▲	50	140% ▲
FUTURE ROOM NIGHTS BOOKED	55,330	71,033	-22% ▼	20,913	165% ▲
FUTURE ATTENDANCE BOOKED	73,539	116,113	-37% ▼	17,299	325% ▲
FUTURE DIRECT SPEND	\$27,269,309	\$31,165,692	-13% ▼	\$10,670,490	156% ▲
GROUP TOURS**	80	129	-38% ▼	0	N/A
GROUP TOUR ROOM NIGHTS**	5,326	9,800	-46% ▼	0	N/A

MARKETING	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
ADVERTISING IMPRESSIONS	311,817,443	217,802,792	43% ▲	37,586,037	730% ▲
WEBSITE USER SESSIONS	1,489,519	1,532,732	-3% ▼	772,053	93% ▲
SOCIAL MEDIA FOLLOWERS	268,541	238,839	12% ▲	225,456	19% ▲
VISITOR GUIDE FULFILLMENT	13,237	13,689	-3% ▼	5,563	138% ▲
VISITOR CENTER TRAFFIC	50,999	52,854	-4% ▼	763	7.9k% ▲
EARNED MEDIA TRAVEL ARTICLES	47	36	31% ▲	39	21% ▲
EARNED MEDIA CIRCULATION REACH	239,309,802	165,337,663	45% ▲	208,281,169	15% ▲
EARNED MEDIA PUBLICITY VALUE	\$2,278,100	\$1,478,471	54% ▲	\$3,981,986	-43% ▼

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
SALES	21	25	-16%	8	163%
MARKETING	11	13	-15%	0	N/A



*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

**Data reported is quarterly.

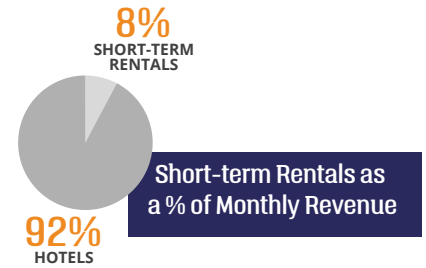
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

‡Does not include local coverage or syndications/additional pickups.

January 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Nov. '22	Nov. '21 TOTAL	% CHG
TOTAL REVENUE	\$1,371,886	\$1,325,329	4% ▲
SHORT-TERM RENTALS (STR)**	\$106,654	\$90,228	18% ▲
REVENUE MINUS STR	\$1,265,233	\$1,235,102	2% ▲

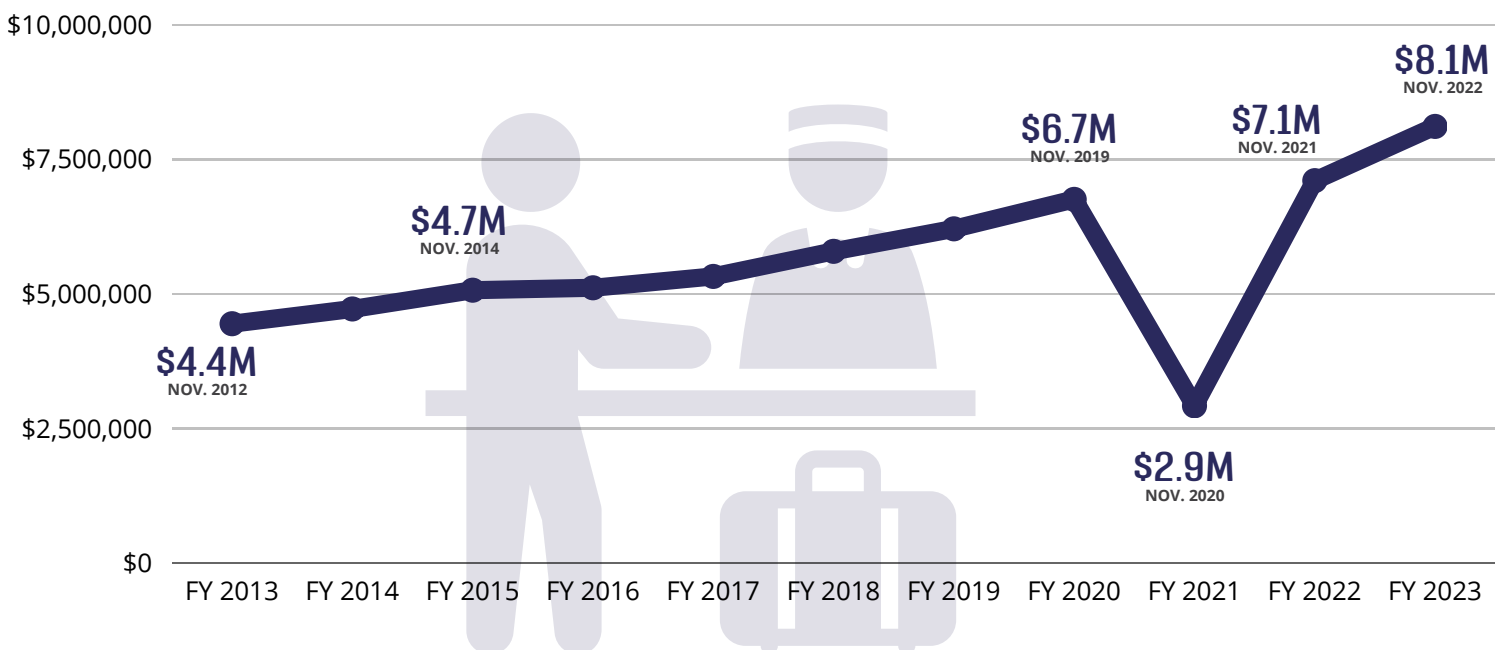


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22 TOTAL	% CHG	FYTD vs. FYTD 21 TOTAL	% CHG
TOTAL REVENUE	\$8,110,777	\$7,103,595	14% ▲	\$2,921,588	178% ▲
SHORT-TERM RENTALS (STR)**	\$651,164	\$491,843	32% ▲	\$207,671	214% ▲
REVENUE MINUS STR	\$7,459,613	\$6,611,752	13% ▲	\$2,713,918	175% ▲

*Value rounded up to nearest dollar.

** Includes Airbnb, VRBO/Home Away, and short-term rentals collections.

LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



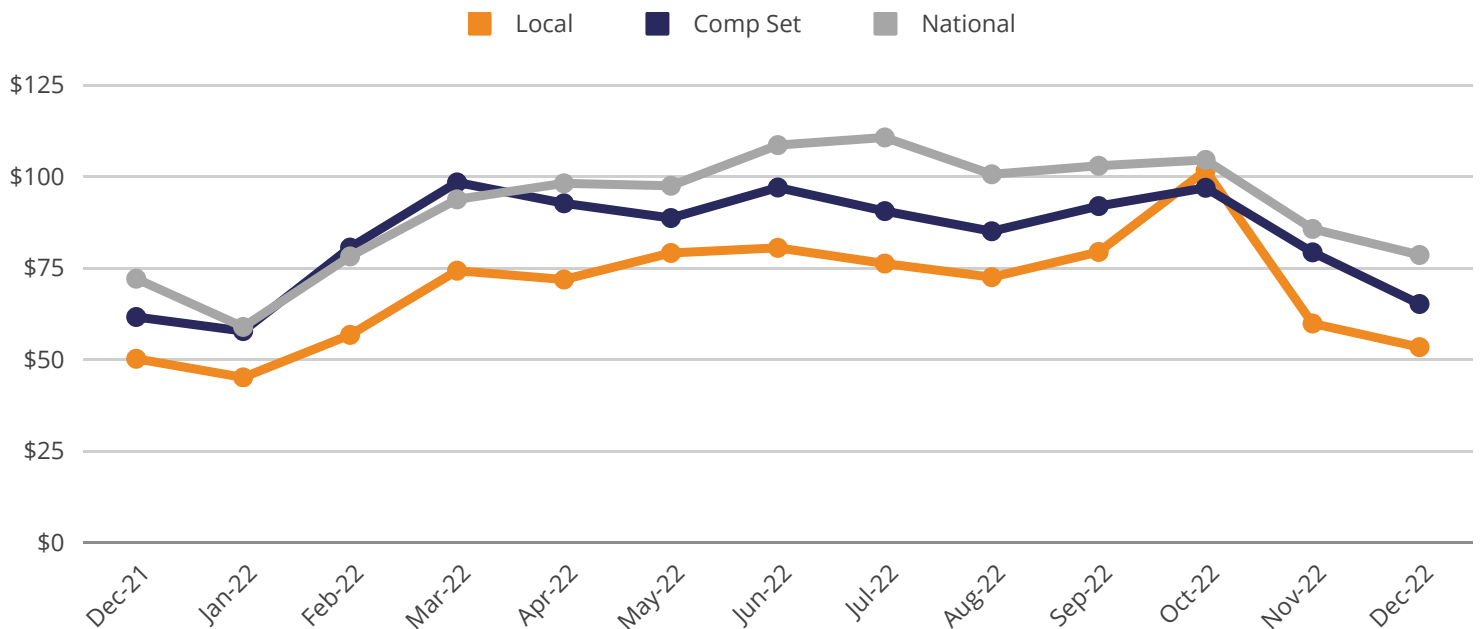


STR, INC. LODGING INDUSTRY REPORT - DECEMBER 2022

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	65%	5% ▲	\$108.85	18% ▲	\$70.93	24% ▲
COMP SET*	64%	8% ▲	\$132.20	19% ▲	\$85.37	29% ▲
UNITED STATES	63%	9% ▲	\$148.83	19% ▲	\$93.27	30% ▲

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

RevPAR: DECEMBER 2021 - DECEMBER 2022



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	50%	4% ▲	\$156.55	12% ▲	\$77.59	17% ▲
UPTOWN	60%	31% ▲	\$127.57	9% ▲	\$76.91	43% ▲
AIRPORT	67%	23% ▲	\$114.61	12% ▲	\$77.29	38% ▲
NORTH I-25 CORRIDOR	60%	18% ▲	\$132.82	15% ▲	\$79.51	36% ▲

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Source: STR, Inc.

SALES, SERVICES & SPORTS - JANUARY 2023

10

MONTH'S TOTAL
EVENT BOOKINGS

\$3.2M

ESTIMATED DIRECT
SPEND GENERATED

6,645

MONTH'S TOTAL
ROOM NIGHTS BOOKED

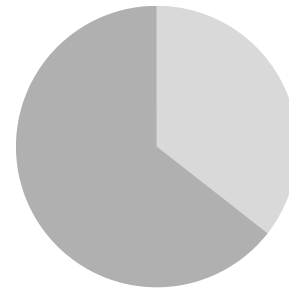
120

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▲ 13%
FYTD VS. FYTD 22

▲ 140%
FYTD VS. FYTD 21

64%
SPORTING
EVENTS



36%
MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

JANUARY:

- 8-10: PCMA CONVENING LEADERS - COLUMBUS, OH
- 23-24: NEW MEXICO HOSPITALITY ASSOCIATION TRENDS CONFERENCE - SANTA FE, NM
- 24-26: RCMA RELIGIOUS CONF MANAGEMENT CONFERENCE - CHATTANOOGA, TN
- 25-26: INTERNATIONAL MEDIA MARKETPLACE - NEW YORK, NY
- 29-2/1: COUNCIL OF ENGINEERING AND SCIENTIFIC SOCIETY EXECUTIVES (CESSE) WINTER MEETING - BALTIMORE, MD
- 30-2/1: DMO BOARD LEADERSHIP SYMPOSIUM - IRVING, TX

FEBRUARY:

- 13-15: DESTINATIONS INTERNATIONAL MARKETING & COMMUNICATIONS SUMMIT - NORFOLK, VA
- 18-19: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
- 25-26: TRAVEL & ADVENTURE SHOW - DENVER, CO

MARCH:

- 2-6: MIC COLORADO - DENVER, CO
- 25: DESTINATION SHOWCASE - NATIONAL HARBOR, MD

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

8

TOTAL LOST
EVENTS

3,672

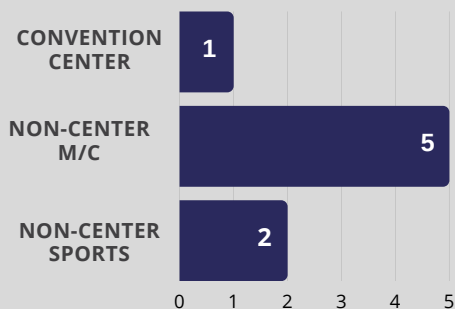
LOST ROOM
NIGHTS

1,971

LOST ATTENDEES

\$1.4M

LOST EST. DIRECT
SPEND

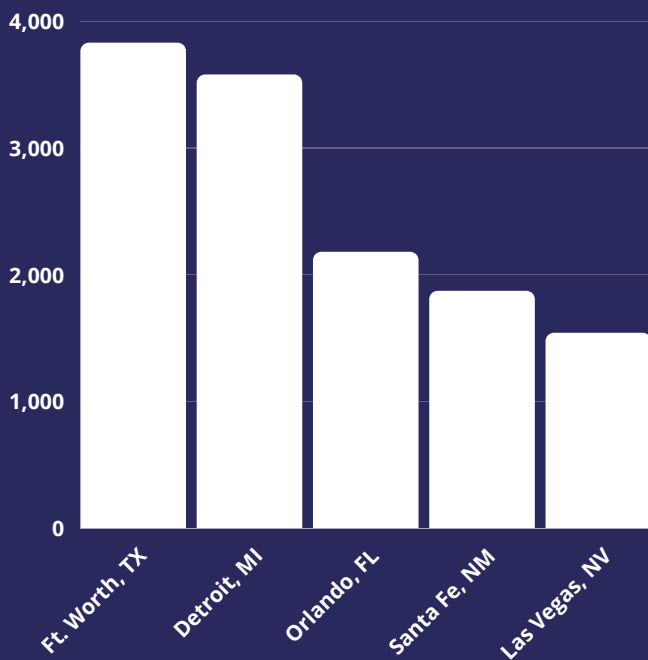


Convention Center Lost Business Reasons FYTD

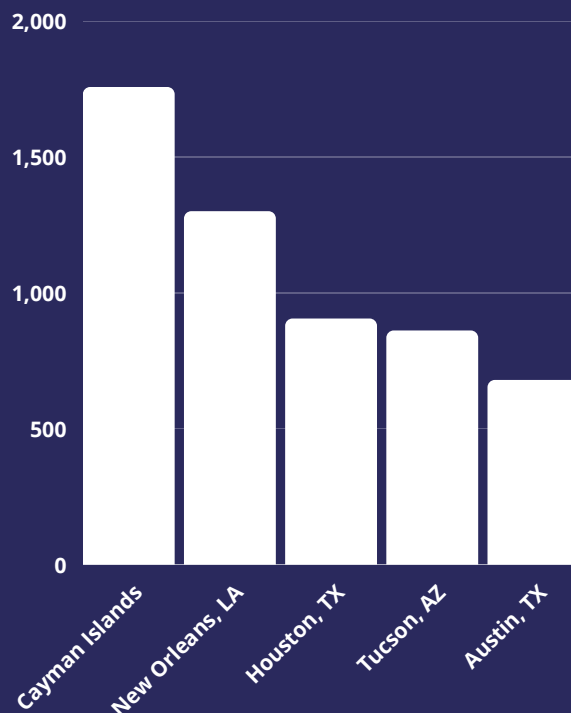
% of Room Nights Lost

Other Location(s) Preferred	47%
Insufficient Local Infrastructure	36%
Geographic Proximity	9%
Other	6%

Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - JANUARY 2023

ACTIVE PARTNERS BY CATEGORY

577

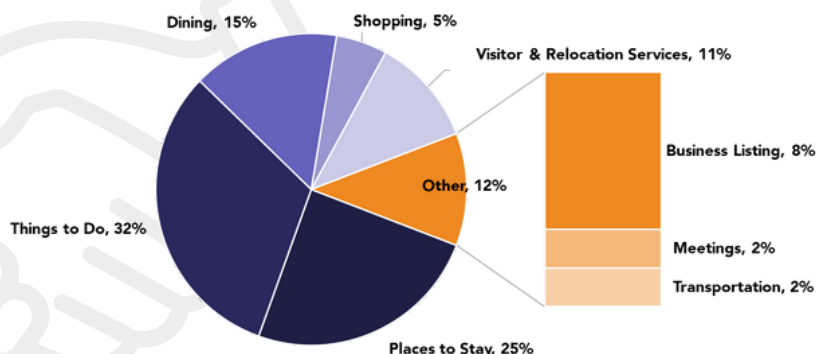
FYTD PARTNERSHIP

-8% ▼

VS. FY22

-11% ▼

VS. FY21



FYTD PARTNER REVENUE OVERVIEW

\$337,213

FYTD REVENUE

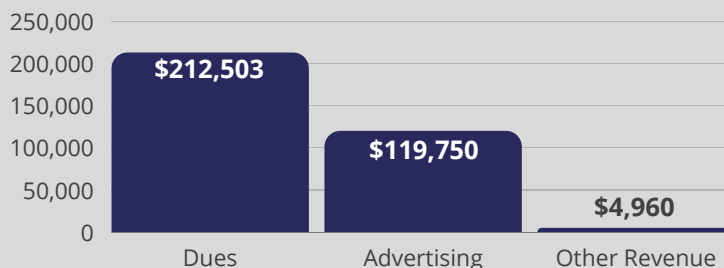
49% ▲

VS. FY22

172% ▲

VS. FY21

FYTD Revenue by Category



RECENT PARTNER EVENTS

Partner Extranet Training at Albuquerque Convention Center

27 ATTENDEES

ACE Training for Rio Metro Staff

43 ATTENDEES

ACE Training for Sheraton Uptown

27 ATTENDEES

NEW PARTNER CORNER:

- Downshift Brewing Co. @ Outpost 1706
- TownePlace Suites Albuquerque Old Town
- Alliance Nationwide Exposition



UPCOMING PARTNER EVENTS

- ACE Training February 22, 2023 at National Museum of Nuclear Science & History

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

JANUARY AT-A-GLANCE

7

TRAVEL ARTICLES
GENERATED

15.2M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

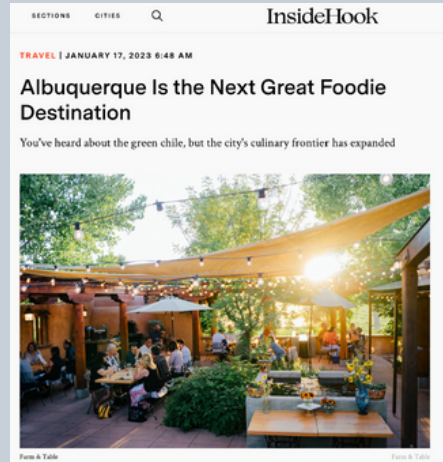
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$141 K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Inside Hook
BP Score: 128



FEATURED MEDIA EFFORTS*

1/1: Amazing Albuquerque - So Scottsdale Magazine

1/7: Fans pack The Pit for sold out Lobo vs. UNLV game - KOB TV

1/9: Bucket List Things to Do in Every State - ShermansTravel

1/13: The 12 Best Botanical Gardens Across the United States- Fodor's Travel

1/13: 5 romantic hotels in Albuquerque for Valentine's Day - AAA Explorer

1/17: Albuquerque recognized as 'Top Food City to Travel to in 2023' - KRQE

1/17: Albuquerque Is the Next Great Foodie Destination - Insidehook

1/18: Albuquerque's indoor track making city hub for events - KRQE

1/20: Four Destinations for Nostalgic Travel - Pride Journeys

1/20: 7 New Mexico food halls you'll want to visit - AAA

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

1/1: "To New Beginnings in the New Year"

114,152
LEISURE CONTACTS

27%

CLICK-TO-OPEN RATE

6%

1/1: "To New Beginnings in the New Year"

3,240
LOCAL CONTACTS

44%

12%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



131,806



59,169



50,392



24,220

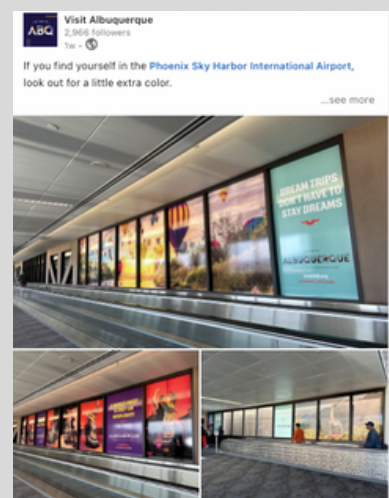
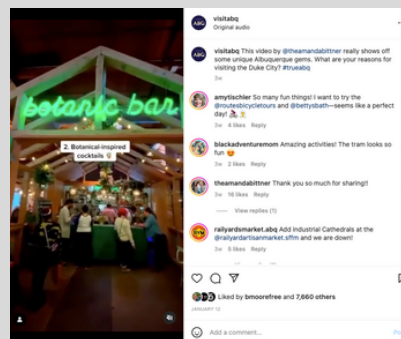
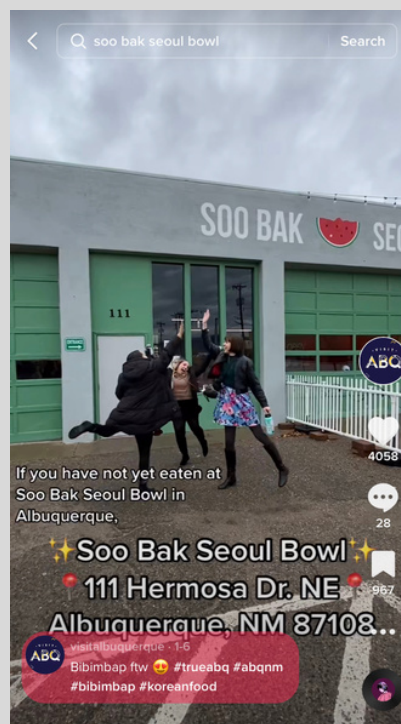
87,863

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

116

TOTAL SOCIAL MEDIA POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

JANUARY

Month-long

Tania Armenta attended New Mexico Hospitality Association Government Affairs Committee Meetings.

12 Brenna Moore attended the Downtown Public Safety ECHO Meeting.

17 Visit Albuquerque staff met with Albuquerque Regional Economic Alliance.

- 18**
- Brenna Moore and Visit Albuquerque staff hosted the 2023 Indoor Track Season press conference.
 - Tania Armenta attended the Balloon Fiesta Board of Directors Meeting.

- 19**
- Visit Albuquerque staff and board attended the Greater Albuquerque Hospitality & Lodging Association luncheon.
 - Tania Armenta, Ceela McElveny, and Rachel Howard attended a Route 66 Centennial Planning meeting with the CABQ Department of Arts & Culture.

- 26**
- Visit Albuquerque staff attended the Economic FORUM presentation by Heidi Green, Managing Director for Policy & Government Relations at Deloitte Consulting, "IIJA, IRA, ARPA: Making Sense of the Federal Infrastructure Funding "Alphabet Soup" and the Implications for New Mexico".
 - Visit Albuquerque staff presented at the January Lodgers Tax Advisory Board Meeting.
 - Visit Albuquerque staff and board members attended the television premiere of Bands of Enchantment at the Kimo Theatre.

Events Hosted by Visit Albuquerque

1/12-13: Simpleview Partner Extranet Training

1/17: Visit Albuquerque Executive Committee Meeting

1/17: Sales File Audit

1/19: Director of Sales Meeting

1/27-31: 2023 Visitors Guide Pickup