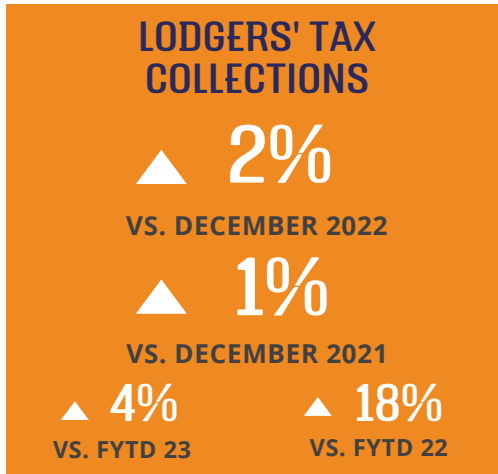


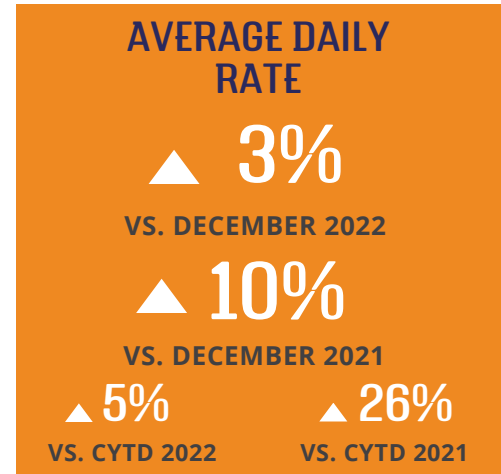
# January 2024 Destination Dashboard



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

## DECEMBER 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

**53%**

COMP. SET AVERAGE

**52%**

U.S. AVERAGE

**53%**

0 10 20 30 40 50 60

Source: STR, Inc.

## DECEMBER 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

**\$100.75**

COMP. SET AVERAGE

**\$119.53**

U.S. AVERAGE

**\$151.13**

\$0 \$50 \$100 \$150 \$200

Source: STR, Inc.

# January 2024 Destination Dashboard

## DECEMBER 2023 - SUNPORT AIRLINE METRICS

**437,117**

**TOTAL PASSENGERS**

▲ **17%**

VS. DECEMBER 2022  
TOTAL PASSENGERS

▲ **25%**

VS. DECEMBER 2021  
TOTAL PASSENGERS



**TOTAL DECEMBER  
DEPLANED PASSENGERS**

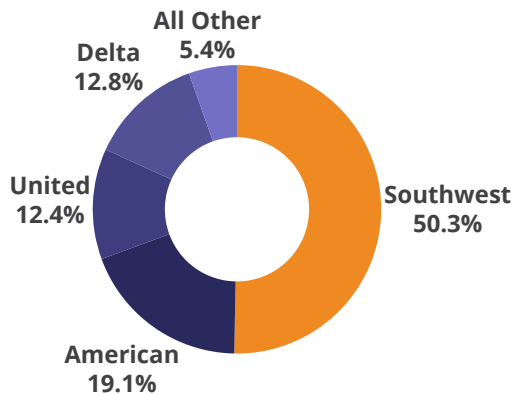
**218,982**

**TOTAL DECEMBER  
ENPLANED PASSENGERS**

**218,135**



## AIRLINES BY % OF MARKET SHARE



## 5-YR FYTD TOTAL PASSENGERS

FY20 **2,792,367**

FY21 **745,127**

FY22 **2,179,437**

FY23 **2,559,728**

FY24 **2,862,081**

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**44,900**

**TOTAL DECEMBER 2023 LEISURE &  
HOSPITALITY EMPLOYMENT**

▲ **4%**

VS. DECEMBER 2022

▲ **10%**

VS. DECEMBER 2021

**44.5K**

DEC.  
2019

**32.3K**

DEC.  
2020

**40.9K**

DEC.  
2021

**43.1K**

DEC.  
2022

**44.9K**


DEC.  
2023


**5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT**

Source: Bureau of Labor Statistics, Current Employment Statistics

# January 2024 Destination Dashboard

JANUARY BUSINESS OCCURRING	JAN '24	JAN '23	% CHANGE VS. JAN '23	% CHANGE VS. JAN '22
NO. OF MEETINGS/EVENTS	9	11	-18% ▼	125% ▲
ROOM NIGHTS	5,604	4,370	28% ▲	120% ▲
ATTENDANCE	5,008	3,852	30% ▲	38% ▲
EST. DIRECT SPEND	\$2,785,976	\$1,586,908	76% ▲	181% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	11	39	160% ▲	44% ▲
ROOM NIGHTS	27,058	77,459	191% ▲	64% ▲
ATTENDANCE	17,350	117,629	217% ▲	45% ▲
EST. DIRECT SPEND	\$13,658,217	\$37,717,234	202% ▲	79% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	52	103	-2% ▼	30% ▲
ROOM NIGHTS	14,228	31,872	11% ▲	34% ▲
ATTENDANCE	24,856	71,094	95% ▲	103% ▲
EST. DIRECT SPEND	\$9,166,089	\$18,151,558	23% ▲	79% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	93	87,451	
	SPORTING EVENTS	ROOM NIGHTS	
	173,684	\$42.9M	
	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 in 2026.

# January 2024 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	142	120	18% ▲	106	34% ▲
FUTURE ROOM NIGHTS BOOKED	109,331	55,330	98% ▲	71,033	54% ▲
FUTURE ATTENDANCE BOOKED	188,723	73,539	157% ▲	116,113	63% ▲
FUTURE DIRECT SPEND	\$55,868,792	\$27,269,309	105% ▲	\$31,165,692	79% ▲

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS**	1,078,993,427	310,954,673	247% ▲	217,802,792	395% ▲
WEBSITE USER SESSIONS	1,935,665	1,521,662	27% ▲	1,532,732	26% ▲
SOCIAL MEDIA FOLLOWERS	335,344	268,541	25% ▲	238,839	40% ▲
VISITOR GUIDE FULFILLMENT	10,335	13,188	-22% ▼	13,689	-25% ▼
VISITOR CENTER TRAFFIC	55,055	50,991	8% ▲	52,854	4% ▲
EARNED MEDIA TRAVEL ARTICLES ††	66	47	40% ▲	36	83% ▲
EARNED MEDIA CIRCULATION REACH	667,310,980	239,309,802	179% ▲	165,337,663	304% ▲
EARNED MEDIA PUBLICITY VALUE	\$6,553,852	\$2,278,100	188% ▲	\$1,478,471	343% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	18	21	-14%	25	-28%
MARKETING	12	11	9%	13	-13%

### ACE TRAINEES

110  
FYTD  
112 FY 23 0 FY 22

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

\*\*FY24 and FY23 ad impressions include include ATMD marketing.

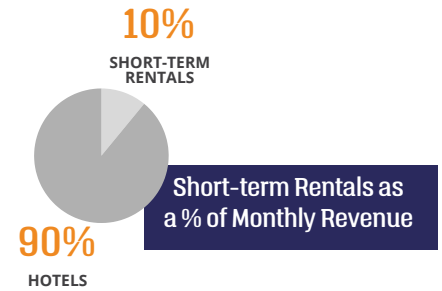
†Does not include local coverage or syndications/additional pickups.

‡An error in the November report included a syndicated publication which is not normally included in this report. The corrected media circulation and publicity values have been included in this report.

# January 2024 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Dec. '23	Dec. '22 TOTAL	% CHG
TOTAL REVENUE	\$1,095,967	\$1,076,650	2% ▲
SHORT-TERM RENTALS (STR)**	\$120,111	\$100,133	20% ▲
REVENUE MINUS STR	\$975,856	\$976,517	0% ▼

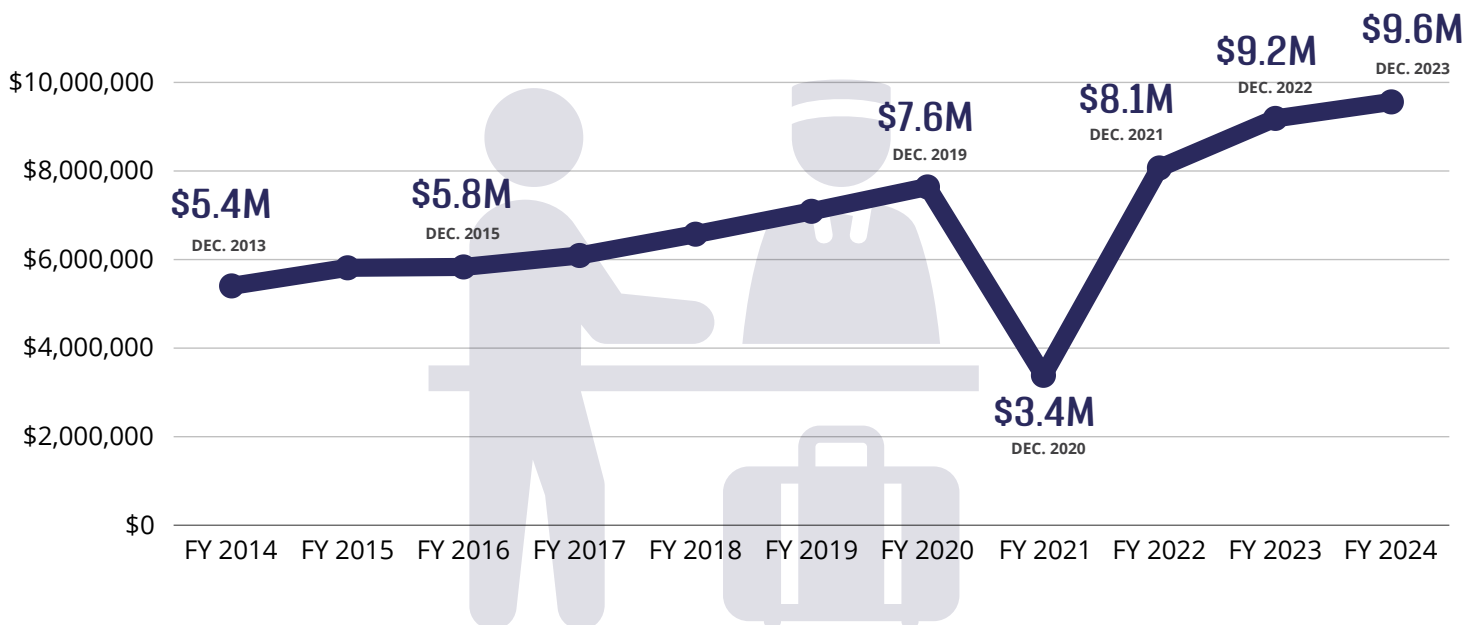


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 23 TOTAL	% CHG	FYTD vs. FYTD 22 TOTAL	% CHG
TOTAL REVENUE	\$9,560,380	\$9,187,427	4% ▲	\$8,086,661	18% ▲
SHORT-TERM RENTALS (STR)**	\$903,875	\$751,297	20% ▲	\$574,785	57% ▲
REVENUE MINUS STR	\$8,656,506	\$8,436,130	3% ▲	\$7,494,176	16% ▲

\*Value rounded up to nearest dollar.

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

## LODGERS' TAX FYTD HISTORY: FY 2014 - FY 2024



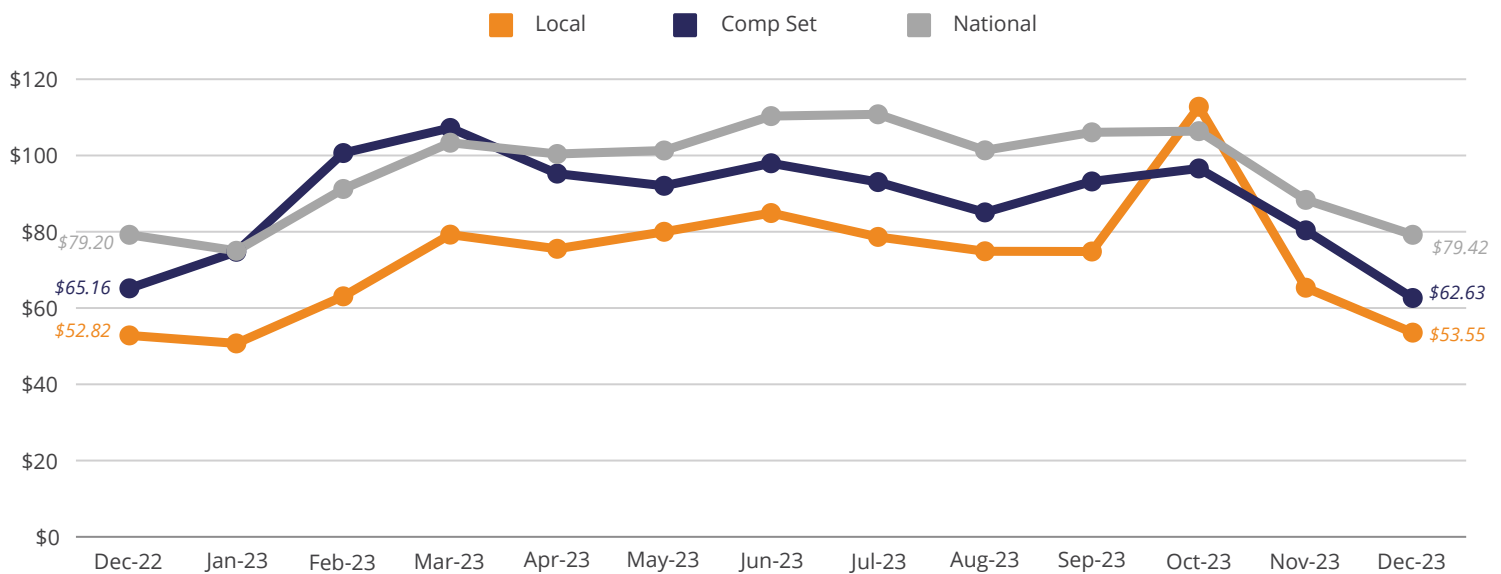


# STR, INC. LODGING INDUSTRY REPORT - DECEMBER 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	65%	0%	\$115.04	5% ▲	\$74.22	5% ▲
COMP SET*	64%	1% ▲	\$138.15	4% ▲	\$89.67	5% ▲
UNITED STATES	63%	<1% ▲	\$155.62	4% ▲	\$97.97	5% ▲

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

## MONTHLY REVPAR: DECEMBER 2022 - DECEMBER 2023



## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	53%	7% ▲	\$165.43	6% ▲	\$87.52	16% ▲
UPTOWN	66%	9% ▲	\$134.76	6% ▲	\$88.53	16% ▲
AIRPORT	69%	3% ▲	\$117.54	3% ▲	\$81.28	5% ▲
NORTH I-25 CORRIDOR	63%	6% ▲	\$138.72	4% ▲	\$87.99	11% ▲

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

Source: STR, Inc.

# SALES, SERVICES & SPORTS - JANUARY 2024

11

MONTH'S TOTAL  
EVENT BOOKINGS

\$6.8M

ESTIMATED DIRECT  
SPEND GENERATED

12,380

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

142

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▲ 18%

FYTD VS. FYTD 23

▲ 34%

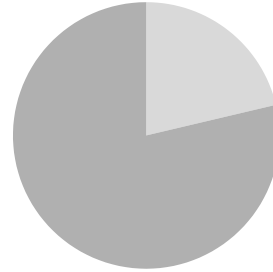
FYTD VS. FYTD 22

79%

SPORTING  
EVENTS

21%

MEETINGS &  
CONVENTIONS



MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### JANUARY:

- 7-10: PROFESSIONAL CONVENTION MANAGERS ASSOCIATION (PCMA) CONVENING LEADERS - SAN DIEGO, CA
- 9-11: RELIGIOUS CONFERENCE MANAGERS ASSOCIATION (RCMA) EMERGE - SAN ANTONIO, TX
- 13-16: AMERICAN BUS ASSOCIATION - NASHVILLE, TN
- 19-21: EVENT SERVICE PROFESSIONALS ASSOCIATION (ESPA) ANNUAL CONFERENCE - INDIANAPOLIS, IN
- 20-21: TRAVEL & ADVENTURE SHOW - DENVER, CO
- 24-26: DMO BOARD LEADERSHIP SYMPOSIUM- PHOENIX, AZ
- 30: NMHA TRENDS CONFERENCE - SANTA FE, NM

### FEBRUARY:

- 1-3: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
- 17-18: TRAVEL & ADVENTURE SHOW - PHOENIX, AZ
- 25-28: THE COUNCIL OF ENGINEERING AND SCIENTIFIC SOCIETY EXECUTIVES (CESSE) CEO MEETING - SAVANNAH, GA
- 26: BANDWANGO CLIENT ADVISORY BOARD MEETING - SALT LAKE CITY, UT
- 26-28: PARTNERSHIP AND COMMUNITY ENGAGEMENT (PACE) FORUM - MADISON, WI
- 27-29: DESTINATIONS INTERNATIONAL MARKETING & COMMUNICATIONS SUMMIT - SALT LAKE CITY, UT

### MARCH:

- 14: PROFESSIONAL CONVENTION MANAGERS ASSOCIATION (PCMA) AWARDS - CHICAGO, IL
- 23-24: TRAVEL & ADVENTURE SHOW - DALLAS, TX
- 26-27: MEETINGS INDUSTRY COUNCIL (MIC) COLORADO - DENVER, CO

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# SALES, SERVICES & SPORTS (CONTINUED)

## JANUARY LOST BUSINESS

34

TOTAL LOST  
EVENTS

30,023

LOST ROOM  
NIGHTS

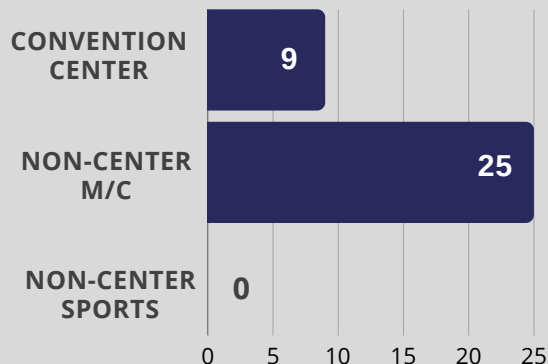
14,912

LOST ATTENDEES

\$11.8M

LOST EST. DIRECT  
SPEND

### Lost Business By Facility

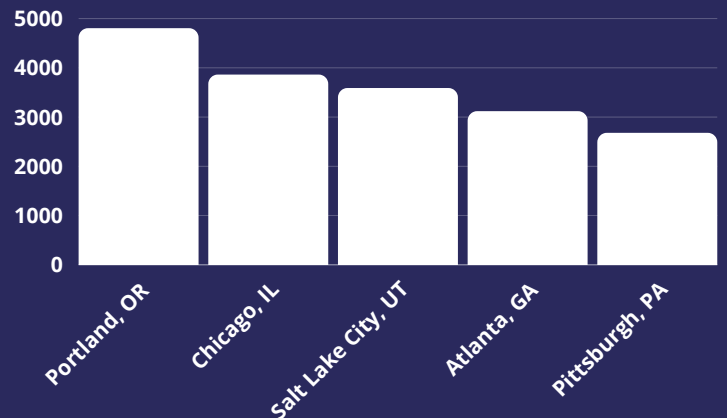


## FISCAL YEAR LOST BUSINESS

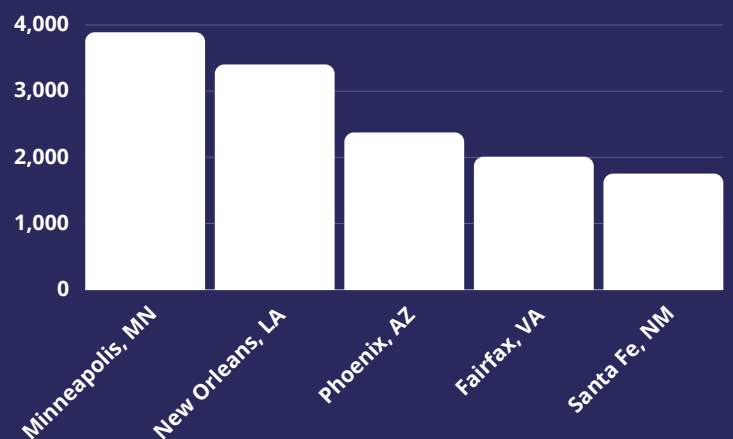
### Top 4 Lost Business Reasons FYTD % of Room Nights Lost

Other Location(s) Preferred	50%
Insufficient Local Infrastructure	27%
Meeting/Event Redesigned/Restructured/Cancelled	8%
Dates/Space Availability	3%

### Most Room Nights Lost To (FYTD Convention Center Events)



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



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE



# PARTNER DEVELOPMENT - JANUARY 2024

622

FYTD PARTNERSHIP

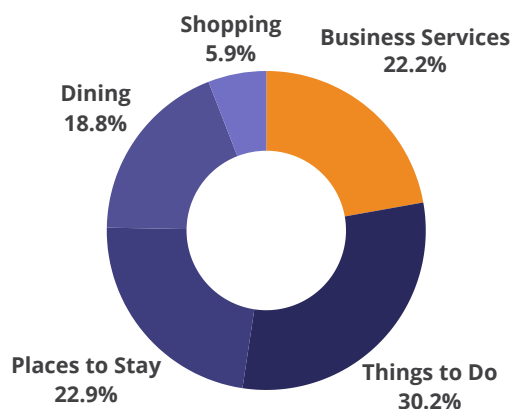
8% ▲

VS. FY23

0%

VS. FY22

## ACTIVE PARTNERS BY CATEGORY



## FYTD PARTNER REVENUE OVERVIEW

\$361,354

FYTD REVENUE

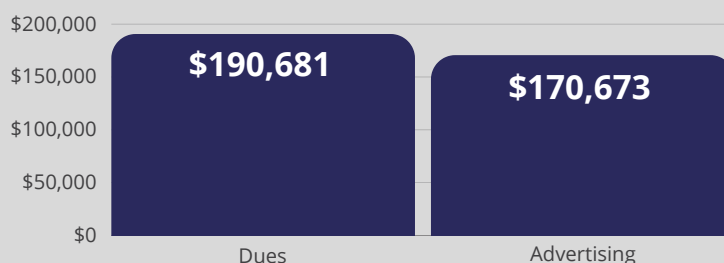
7% ▲

VS. FY23

60% ▲

VS. FY22

FYTD Revenue by Category



### JANUARY PARTNER EVENTS



ACE Training at Hotel Andaluz

19  
ATTENDEES

New Partner Orientation at Visit Albuquerque

3  
ATTENDEES

### NEW PARTNER CORNER:

- LITTLE BEAR COFFEE AT CIVIC PLAZA
- THE LIGHT EVENT PLANNING
- THE BREW COFFEE BAR
- SIXT SE



### UPCOMING PARTNER EVENTS

- New Partner Orientation, February 21, 2024, at Visit Albuquerque.
- ACE Training, March 14, 2024 at Kickstand Cycles.

. V I S I T .  
**ALBUQUERQUE**

CHANGE YOUR PERSPECTIVE

# MARKETING, COMMUNICATIONS & TOURISM

## JANUARY AT-A-GLANCE

7

TRAVEL ARTICLES  
GENERATED

61.9M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$573K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE



## FEATURED MEDIA EFFORTS\*

1/8: Here's how much hotel occupancy spiked for 2023 Isleta New Mexico Bowl - Albuquerque Business First

1/11: Cultivating the arts scene: City stepping in to help 'Bands of Enchantment' find a home in Albuquerque - Albuquerque Journal

1/11: USA Boxing: Albuquerque To Host First National Tournament of 2024 - Boxing Scene

1/12: How Visit Albuquerque promotes hospitality within the city - KRQE-TV

1/12: Albuquerque to Host USA Boxing 2024 National Open - Sports Travel Magazine

1/23: 10 amazing romantic getaways for wine lovers, from Napa to New Mexico - USA TODAY 10Best

1/29: Lights, camera, action: New Mexico's film industry on the rise - The Daily Lobo

1/29: 20 of the coolest travel adventures for 2024 - National Geographic

1/30: Why Hotel Chaco is a Great Destination in Albuquerque - SheBuysTravel

1/31: Visit Albuquerque rolls out new advertisements, entertainment for 2024 - KRQE-TV

1/31: National Geographic lists New Mexico Route 66 road trip as one of top travel experiences for 2024 - KRQE-TV

1/31: Fun FREE Things to Do in Albuquerque New Mexico - SheBuysTravel

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

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

111,254  
LEISURE CONTACTS

OPEN RATE

32%

CLICK-TO-OPEN RATE

6%

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

3,225  
LOCAL CONTACTS

41%

13%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM



135,510



84,791



42,235



72,808 \*

\*All other social media platform include, Twitter/X, LinkedIn, YouTube, and Threads.

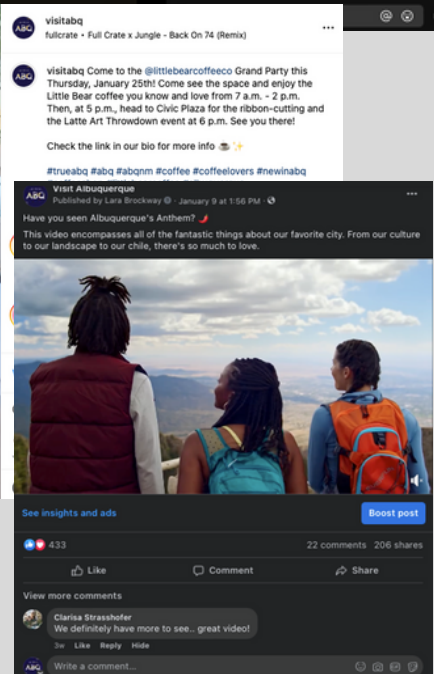
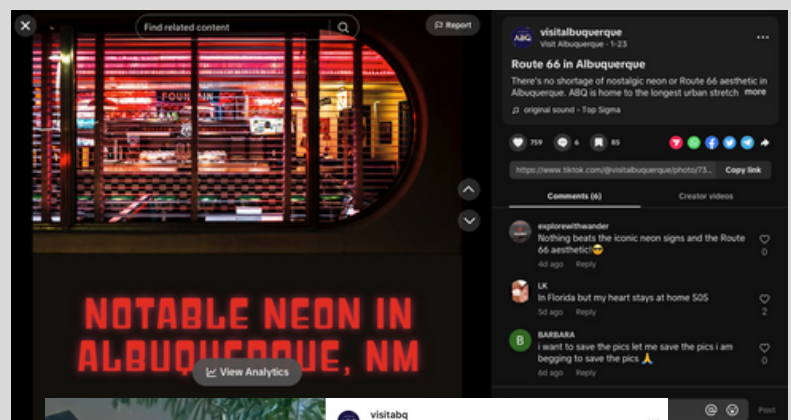
92,429

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

156

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



. v i s i t .  
**ALBUQUERQUE**

CHANGE YOUR PERSPECTIVE



# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS - JANUARY



1/22-24: Destination Masterplan Focus Groups with JLL



1/10: Plaque presentation for Sanjay Bhakta at the Convention Center



1/24-26: 2024 Visitors' Guide Distribution



1/19: Bands of Enchantment Season 3 Debut



1/17: Route 66 Committee Meeting and presentation by Tania Armenta



1/30: Ceela McElveny presented at the NMHA Trends Conference



1/24-26: Tania Armenta and Board Chair Mike Canfield attending the DMO Board Leadership Symposium



1/30: Visit Albuquerque staff attending the NMHA Trends Conference

## Additional Community Engagements

- 1/10: Staff Economic Forum
- 1/10: Downtown Redevelopment Focus Group
- 1/12: NMTD Budget Presentation
- 1/22: Tourism Day at the State Capitol
- 1/31: Interview with New Mexico Living

## Events Hosted by Visit Albuquerque

- 1/11: ACE Training
- 1/17: Visit Albuquerque Partner Orientation
- 1/23: Visit Albuquerque Board Meeting