

# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

## DESTINATION DASHBOARD


### JULY 2018

### Fiscal Year July 1 – June 30

**• UP 7.6% FYTD**

- May '18: \$1,119,370
- May '17: \$1,072,224
- FYTD: \$11,789,463.14
- PYTD: \$10,952,905.12


**Lodgers' Tax**



**• UP 1.8% CYTD**

- Jun '18: 72.8%
- Jun '17: 74.5%
- CYTD: 64.7%
- PYTD: 63.5%


**Hotel Occupancy**



**• UP 1.9% CYTD**

- Jun '18: \$82.55
- Jun '17: \$83.58
- CYTD: \$81.67
- PYTD: \$80.11


**Average Daily Rate**



**• DOWN 50% FYTD**

- Jul '18: \$1.6M
- Jul '17: \$3.1M
- FYTD: \$1.6M
- PYTD: \$3.1M

**Booked Direct Spend**



(Meetings, Conventions & Sports)

**• DOWN 44% FYTD**

- Jul '18: 4,040
- Jul '17: 7,249
- FYTD: 4,040
- PYTD: 7,249

**Booked Room Nights**




(Meetings, Conventions & Sports)

**• DOWN 45% FYTD**

- Jul '18: 4,179
- Jul '17: 7,635
- FYTD: 4,179
- PYTD: 7,635

**Booked Attendance**



(Meetings, Conventions & Sports)

**• DOWN 48% FYTD**

- Jul '18: 14
- Jul '17: 27
- FYTD: 14
- PYTD: 27

**Total Booked Events**



(Meetings, Conventions & Sports)

**• 8 Sports Events Booked FYTD**

- Room Nights: 1,735
- Attendees: 2,554
- Direct Spend: \$847K

**SPORTS**



**• 2 Site Visits Conducted FYTD**

- July Sites: Assn Aquatic Professionals; Assn Childrens Museums

**Sales Fams & Site Tours**



**• 0 New Citywides Booked FYTD**

- Room Nights: 0
- Attendees: 0
- Direct Spend: \$0

**New Citywides**




(Meetings, Conventions & Sports)

**• 0 Total Citywides Booked FYTD**

- Room Nights: 0
- Attendees: 0
- Direct Spend: \$0

**Total Citywides**




(Meetings, Conventions & Sports)

**• 14 Non-Citywides Booked FYTD**

- Room Nights: 4,040
- Attendees: 4,179
- Direct Spend: \$1.6M

**Non-Citywides**



(Meetings, Conventions & Sports)

# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

## DESTINATION DASHBOARD


### JULY 2018

### Fiscal Year July 1 – June 30

• UP 17% FY18

- FY18-Q4: 64
- FY17-Q4: 18
- FY18: 311
- FY17: 267


**# of Group Tours**



• UP 13% FY18

- FY18-Q4: 1,632
- FY17-Q4: 739
- FY18: 15,304
- FY17: 13,592


**Group Tour Room Nights**



• UP 15% FYTD

- Jul '18: 218,329
- Jul '17: 190,423
- FYTD: 218,329
- PYTD: 190,423


**Website User Sessions**



• DOWN 71% FYTD

- Jul '18: 2,317,811
- Jul '17: 8,068,031
- FYTD: 2,317,811
- PYTD: 8,068,031


**Advertising Impressions**



• July '18: 100%

- Barcelona Rating over 40
- FY19-Q1 (Jul-Sep)
- Data Available after 9/30/2018

**Earned Media Coverage**



• 3 Media Visits Conducted FYTD

- July: *Jetfarer.com; CNHI; Steve Winston, Freelance*


**Media Site Visits**



• UP 2% FYTD

- Followers: 127,066
- Engagement: 22,443


**Facebook**



• UP 13% FYTD

- Followers: 57,379
- Engagement: 1,957


**Twitter**



• UP 51% FYTD

- Followers: 16,937
- Engagement: 10,536


**Instagram**



• DOWN 18% FYTD

- Jul '18: 6,223
- Jul '17: 7,578
- FYTD: 6,223
- PYTD: 7,578


**Information Center Visits**



• UP 403% FYTD

- Jul '18: 10,442
- Jul '17: 2,078
- FYTD: 10,442
- PYTD: 2,078

**Visitor Guide Fulfillment**



• UP 22% FYTD

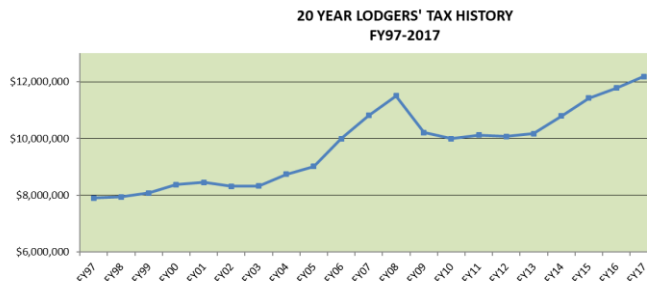
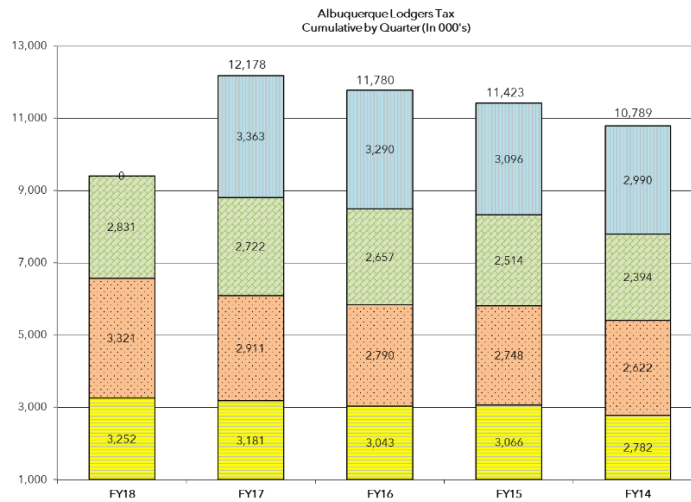
- Jul '18: 11
- Jul '17: 9
- FYTD: 11
- PYTD: 9

**ACE Training**



## PRESIDENT'S REPORT JULY 2018

5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
May '18	May '17	% Ch from May '17	FYTD	PYTD	FY % Ch
\$1,119,369.57	\$1,072,223.56	4.4%	\$11,353,479.27	\$10,771,797.20	5.4%
Monthly Comparison Airbnb					
May '18	May '17	% Ch from May '17	FYTD	PYTD	FY % Ch
\$34,775.40	\$0.00	100.0%	\$208,226.04	\$0.00	100.0%
Monthly Comparison Total Revenue excluding Airbnb					
May '18	May '17	% Ch from May '17	FYTD	PYTD	FY % Ch
\$1,164,472.45	\$1,072,223.56	8.6%	\$11,581,237.10	\$10,952,905.12	5.7%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
May '18	May '17	% Ch from May '17	FYTD	PYTD	FY % Ch
\$1,199,247.85	\$1,072,223.56	11.8%	\$11,789,463.14	\$10,952,905.12	7.6%

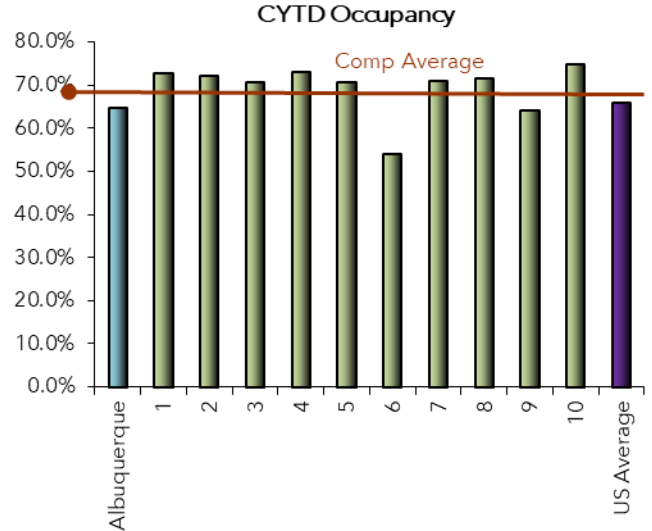
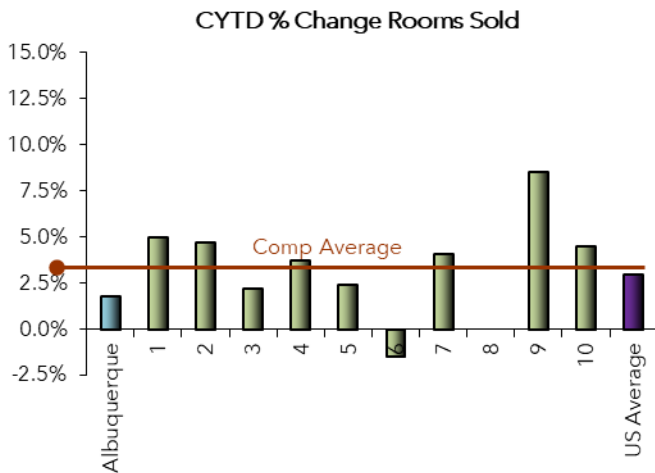


Source: City of Albuquerque - Treasury Division, City Economist

# SMITH TRAVEL RESEARCH

Lodging Industry Report												
June 2018							Calendar Year To Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	72.8%	-2.3%	\$82.55	-1.2%	-3.5%	-2.1%	64.7%	1.8%	\$81.67	1.9%	3.8%	1.8%
<b>Markets</b>												
1	74.7%	1.7%	\$133.32	1.4%	3.1%	8.0%	72.7%	-2.0%	\$146.42	0.1%	-1.9%	5.0%
2	87.5%	-0.6%	\$148.09	1.0%	0.4%	4.0%	72.2%	0.0%	\$127.97	0.4%	0.4%	4.7%
3	59.8%	-1.0%	\$88.17	3.0%	1.9%	-2.7%	70.7%	3.5%	\$121.04	5.0%	8.6%	2.2%
4	84.9%	3.4%	\$122.04	7.6%	11.3%	6.1%	73.0%	1.1%	\$112.44	3.5%	4.6%	3.7%
5	79.3%	7.0%	\$94.77	3.1%	10.3%	6.7%	70.7%	3.0%	\$91.81	2.1%	5.2%	2.4%
6	62.3%	-4.3%	\$83.80	-2.0%	-6.2%	-2.6%	54.0%	-3.7%	\$82.04	-0.9%	-4.6%	-1.5%
7	74.8%	0.8%	\$106.85	-1.2%	-0.4%	3.6%	70.9%	0.5%	\$111.23	1.5%	2.1%	4.1%
8	82.6%	-1.1%	\$150.12	0.9%	-0.2%	1.8%	71.6%	-2.5%	\$131.02	0.6%	-2.0%	0.0%
9	72.2%	3.4%	\$87.09	2.6%	6.2%	9.4%	64.1%	2.7%	\$85.05	2.2%	5.0%	8.5%
10	62.9%	2.3%	\$93.33	1.4%	3.7%	4.6%	74.7%	2.3%	\$146.69	1.4%	3.7%	4.5%
<b>Comp Average</b>	74.0%	0.8%	\$108.19	1.5%	2.4%	3.3%	69.0%	0.6%	\$112.49	1.6%	2.3%	3.2%
<b>US Average</b>	74.5%	1.7%	\$132.66	2.8%	4.6%	3.7%	65.9%	1.0%	\$129.36	2.7%	3.8%	3.0%

Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	76.3%	-3.2%	\$120.75	-4.4%	-7.4%	-3.2%	70.0%	1.3%	\$118.90	0.5%	1.8%	1.3%
Uptown	70.3%	-13.8%	\$96.08	-9.1%	-21.7%	-13.4%	62.6%	-8.0%	\$103.32	-1.0%	-8.9%	-7.3%
Airport	84.9%	-0.9%	\$90.63	-1.1%	-2.1%	-0.9%	77.2%	-0.5%	\$90.76	1.6%	1.1%	-0.5%
N Corridor	75.3%	-9.9%	\$100.44	4.2%	-6.1%	-9.9%	67.2%	-4.3%	\$99.54	2.1%	-2.3%	-4.3%

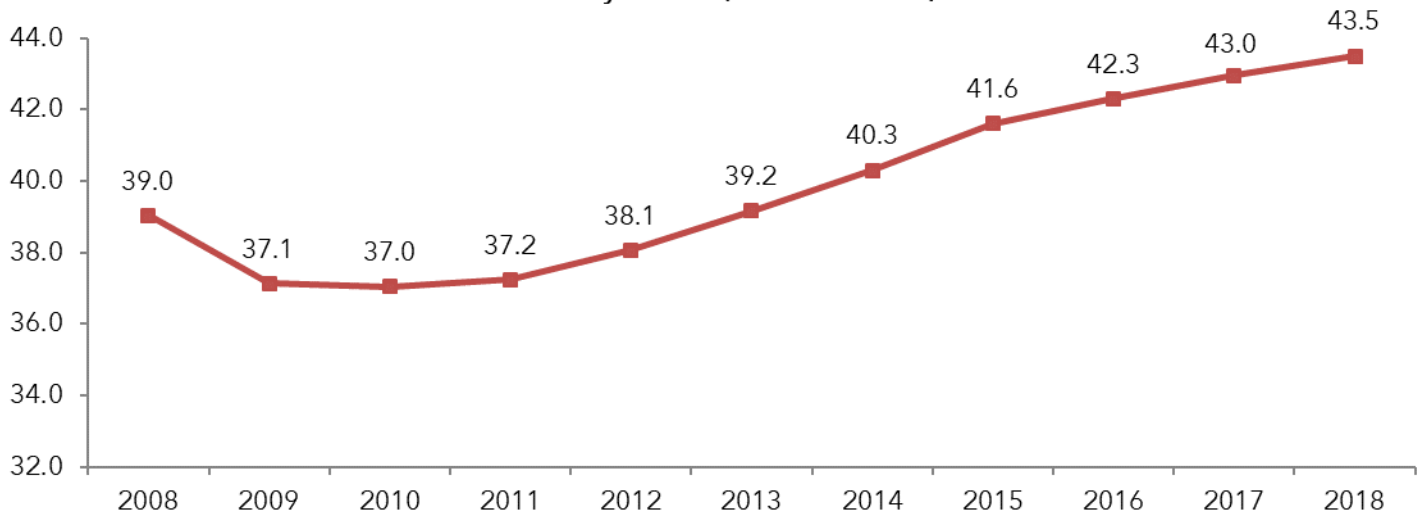


Source: Smith Travel Research Inc - Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington



# Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average  
January - June (In Thousands)

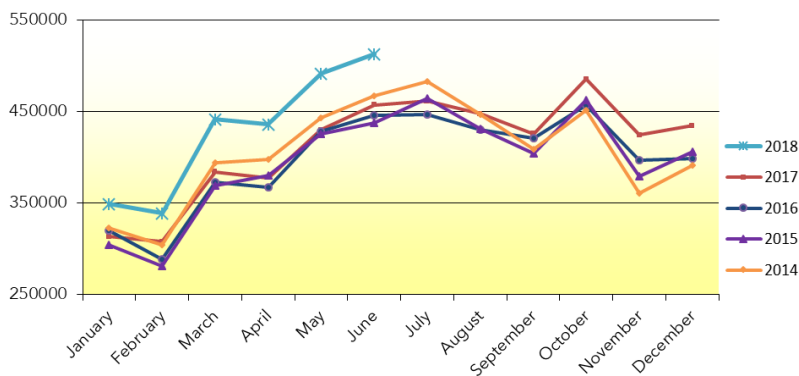


Source: Bureau of Labor Statistics

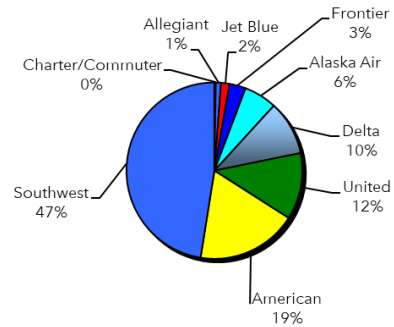
# Albuquerque International Sunport Activity

Aviation Passengers						
	Jun '18	Jun '17	% Ch from Jun '17	CYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	255,465	226,444	12.8%	1,290,212	1,141,529	13.0%
Total Deplaned Passengers	257,498	230,720	11.6%	1,279,619	1,127,944	13.4%
Total All Passengers	512,963	457,164	12.2%	2,569,831	2,269,473	13.2%

Total Passengers by Calendar Year

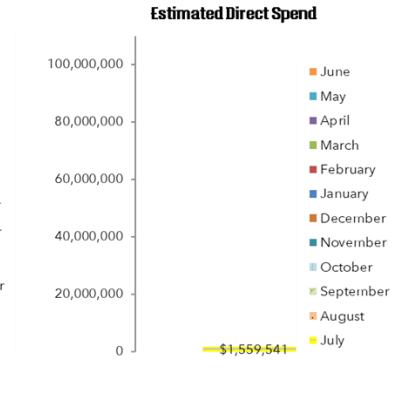
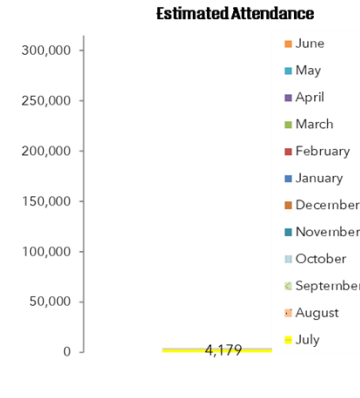
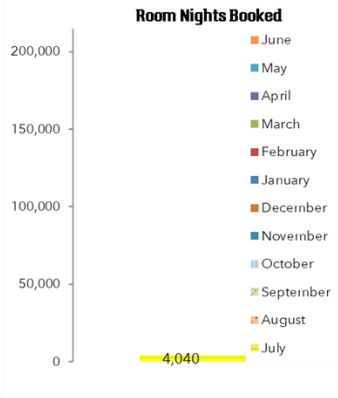
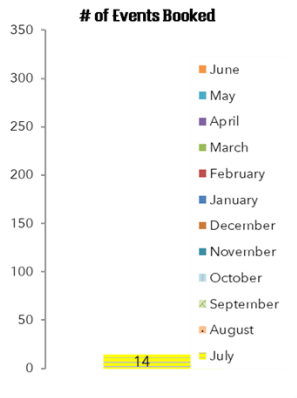


June 2018 Airline Market Share



Source: Albuquerque International Sunport

# CONVENTION SALES, SERVICES & SPORTS

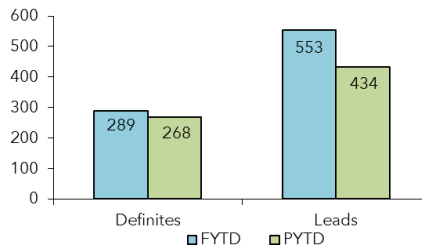


July					FYTD			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	14	4,040	4,179	\$1,559,541	14	4,040	4,179	\$1,559,541
New Citywides	-	-	-	\$0	-	-	-	\$0
Total Citywides	-	-	-	\$0	-	-	-	\$0
Total Non-Citywides	14	4,040	4,179	\$1,559,541	14	4,040	4,179	\$1,559,541

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	6	2,305	1,625	\$712,982	6	2,305	1,625	\$712,982
New Citywides	-	-	-	\$0	-	-	-	\$0
Total Citywides	-	-	-	\$0	-	-	-	\$0
Non-Citywides	6	2,305	1,625	\$712,982	6	2,305	1,625	\$712,982

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	8	1,735	2,554	\$846,559	8	1,735	2,554	\$846,559
New Citywides	-	-	-	\$0	-	-	-	\$0
Total Citywides	-	-	-	\$0	-	-	-	\$0
Non-Citywides	8	1,735	2,554	\$846,559	8	1,735	2,554	\$846,559

Average Room Nights per Group

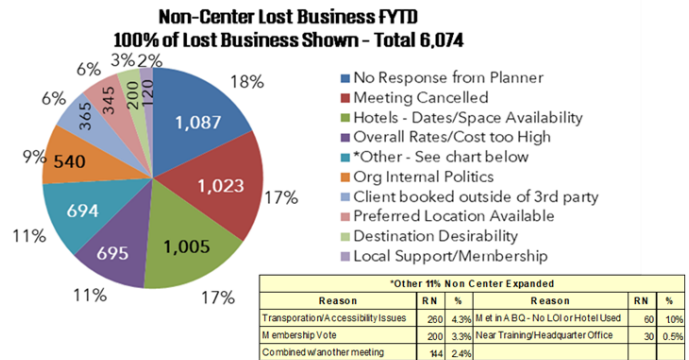
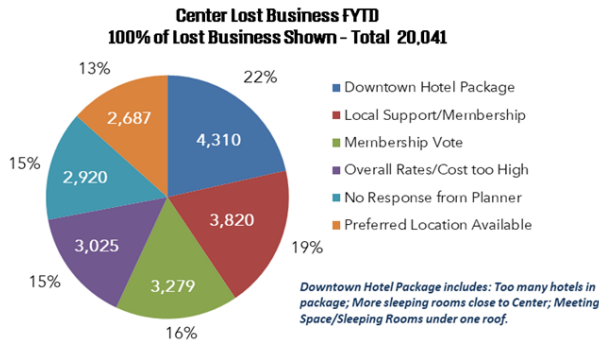


Current Tentatives					
		We are projecting to turn the following room nights in:			
Room Nights		Aug	Sep	Oct	% of Total
Center M/C	70,390	1,255	4,648	1,521	10.5%
Center Sports	3,282	2,547	0	735	100.0%
NC Mtgs/Conv	31,863	3,826	1,014	0	15.2%
NC Sports	32,737	1,036	0	774	5.5%
<b>Total</b>	<b>138,272</b>	<b>8,664</b>	<b>5,662</b>	<b>3,030</b>	<b>12.6%</b>

# CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	July '18	July '17	% Ch	FYTD	PYTD	% Ch
Number of Leads	59	41	43.9%	59	41	43.9%
Total Potential Room Nights	32,609	17,795	83.2%	32,609	17,795	83.2%
Total Attendance	25,657	25,685	-0.1%	25,657	25,685	-0.1%



Lost Business	July				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	28	26,115	12,377	\$12,226,884	28	26,115	12,377	\$12,226,884
Convention Center	9	20,041	9,050	\$10,052,376	9	20,041	9,050	\$10,052,376
Non-Center Mtgs/Conv	19	6,074	3,327	\$2,174,508	19	6,074	3,327	\$2,174,508
Non-Center Sports	-	-	-	\$0	-	-	-	\$0

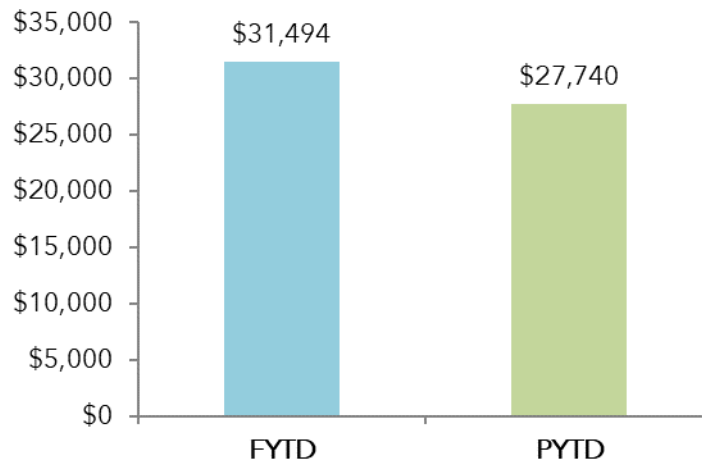
Top 5 Destinations Chosen over ABQ											
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports			
July		FYTD		July		FYTD		July		FYTD	
Phoenix	3,025	Phoenix	3,025	Reno	695	Reno	695		0		0
San Diego	2,382	San Diego	2,382	Santa Fe	545	Santa Fe	545				
Chicago	1,950	Chicago	1,950	Pittsburgh	540	Pittsburgh	540				
				Long Beach	144	Long Beach	144				
To Be Determined	12,684	To Be Determined	12,684	Annapolis	30	Annapolis	30				

Business Occurring						
	July '18	July '17	% Ch	FYTD	PYTD	% Ch
Number of Meetings	29	29	0.0%	29	29	0.0%
Room Nights	15,939	13,663	16.7%	15,939	13,663	16.7%
Attendance	13,400	16,777	-20.1%	13,400	16,777	-20.1%
Direct Spending	\$5,956,594	\$6,144,191	-3.1%	\$5,956,594	\$6,144,191	-3.1%

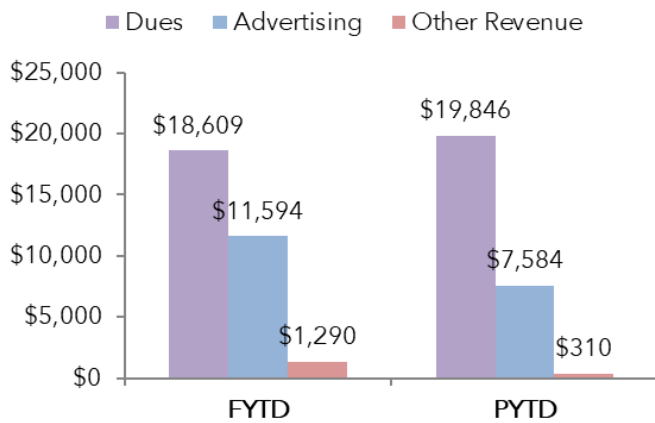
# PARTNER DEVELOPMENT



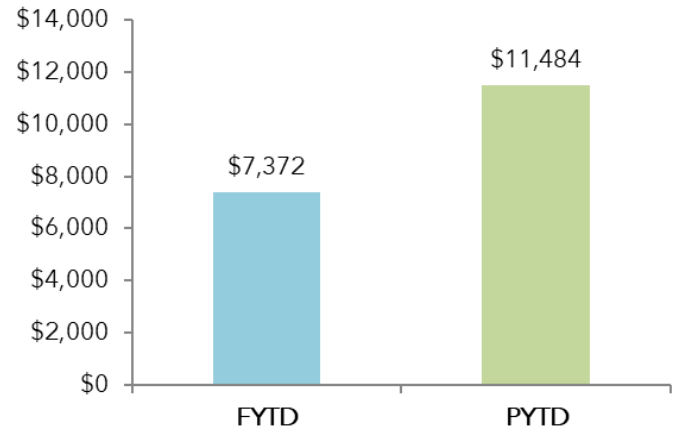
### Total Private Revenue



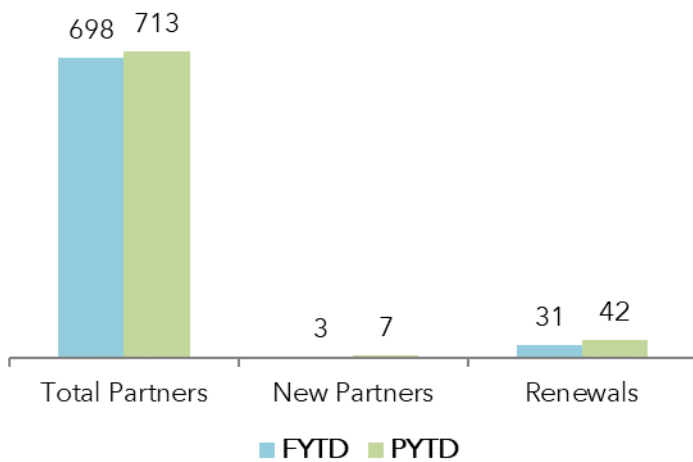
### Private Revenue



### In-Kind



### Partners



#### July Visit Albuquerque Partner Events:

July 16: ACE Training at Excel Staffing Companies, 11 attendees

July 19: Partner Orientation, 13 attendees

# MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	YOY ↓ -71%	FYTD 2,317,811	PYTD 8,068,031	JULY 2018 2,317,811	JULY 2017 8,068,031
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\*\*Due to some strategic changes to the advertising plan going into FY19, the new campaign started 10-15 days into July 2018. Also, some new placements require ramp-up time. We expect these impression numbers to be steadier going into August and September.

**CONVENTION**

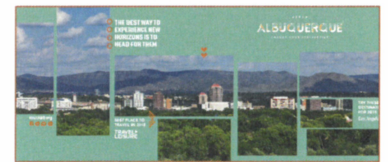
Albuquerque Journal  
Business Outlook  
Est. Circulation  
61,144

## PROJECTS

U-TRIP  
- Icon design →



ASAE  
- Fabric booth →  
- Cabinet  
- Table Top Graphics



ANNUAL MEETING  
- Evites  
- Invitations →  
- Sponsorship Packages



## COLLATERAL/AD PRODUCTION

- ONLINE WEBSITE ADVERTISING MEDIA KIT
- AIRPORT WELCOME COLLATERAL TEMPLATES FOR SERVICES
- TRAVEL HOST AD - FALL
- NATIONAL GOV ASSO. SUMMER MEETING SIGNAGE

- SPORTS COMMISSION POP UP TENT
- AIBF 2018 AD
- JULY BUSINESS OUTLOOK ADS
- EMAIL CO-OP ONE SHEET

Albuquerque International Balloon Fiesta®  
October 6-14, 2018  
@VisitABQ  
VisitABQ.org/ABQ365

ALBUQUERQUE  
50 BEST PLACES TO TRAVEL  
WELCOME TO ALBUQUERQUE

BEHAVIORAL WEBSITE DESIGN  
ALWAYS ADVERTISING TO DISPLAY ON MULTIPLE DEVICES

MOBILE BANNER  
THIS MONTHLY  
The flight and other with "out of any mobility" that is easily captured naturally

HOME PAGE SPONSOR  
THIS MONTHLY  
on the "ferry" page

IMMERSE YOURSELF IN A CITY WORTH SAVORING  
ALBUQUERQUE



# MARKETING, COMMUNICATIONS & TOURISM

## DIGITAL

WEBSITE USER SESSIONS



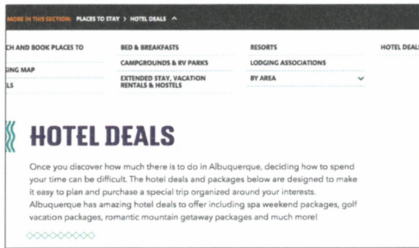
YOY  
**14.65%**

FYTD  
218,329

PYTD  
190,423

JULY 2018  
218,329

JULY 2017  
190,423



## WEBSITE UPDATES

- CREATED 2018 MEETING HEROES MICROSITE
- CHANGED LANGUAGE IN COUPONS SECTION FOR HOTEL COUPONS AND PACKAGES TO "HOTEL DEALS"
- CREATED NEW MEETINGS COUPONS NAVIGATION ITEM UNDER MEETINGS; SERVICES
- IMPLEMENTED NEW EVENTS CALENDAR SEARCH FILTERS INCLUDING EVENTS, EXHIBITS AND TOURS TO MAKE SEARCHING WITHIN THE EVENTS CALENDAR EASIER

### HOTEL DEALS

PPC ADVERTISING | MAIN CAMPAIGN

28,498

PHOTO REQUESTS

4

## SOCIAL

SOCIAL IMPRESSIONS

### FACEBOOK

FOLLOWERS: 127,066  
ENGAGEMENT: 22,443

### TWITTER

FOLLOWERS: 57,379  
ENGAGEMENT: 1,957

### INSTAGRAM

FOLLOWERS: 16,937  
ENGAGEMENT: 10,536



	@VisitABQ			@ABQ365		
	JULY	JUNE	MAY	JULY	JUNE	MAY
TOTAL LIKES	127,066	126,536	126,227	9,755	9,734	9,709
NEW LIKES	530	309	415	21	25	17
ENGAGEMENT	22,443	10,460	8,519	417	739	897
ORGANIC	182,259	132,605	136,517	11,492	17,099	14,5065
TOTAL POSTS	25	23	24	13	19	15



FOLLOWERS	57,379	57,942	57,936	3,495	3,419	3,342
NEW FOLLOWERS	0	6	162	76	7	85
ENGAGEMENT	1,957	1,513	1,448	247	280	230



FOLLOWERS	16,937	16,505	16,119	1,630	1,598	1,595
NEW FOLLOWERS	432	386	382	32	3	30
ENGAGEMENT	10,536	8,784	6,981	273	263	454



	TOTAL	ABQCVB	VisitABQ	ABQ 365
SUBSCRIBERS	578	239	322	17
# OF VIDEOS	229	61	103	65
TOTAL VIEWS	470,878	190,761	223,034	57,083
NEW VIDEOS	1	0	1	0
VIEWS/mo.	13,579	194	11,212	2,173

## E-MARKETING

	@VisitABQ			ABQ 365 BLOG POSTS	
	SENT	OPEN	CLICK	THEME	DATE
7/12: "Experience Albuquerque's Best at SOMOS ABQ"	130,803	0.093	0.13	Events	7/5
7/13: "Cheer on Senior Athletes as they Compete for the 2019 National Games!"	1,425	0.16	0.12	Senior Olympics	7/6
7/23: "You're invited to Visit Albuquerque's Annual Meeting - August"	86	0.19	0.35	Film	7/9
7/23: "You're invited to Visit Albuquerque's Annual Meeting - August"	452	0.38	0.16	Events	7/12
7/24: "Visit Albuquerque's Industry Insider"	1267	0.32	0.19	Summer	7/13
7/27: "CORRECTION: You're invited to Visit Albuquerque's Annual Meeting - August"	Local VIP List	0.19	0.42	Events	7/19
7/27: "August 2018 Events in Albuquerque"	1388	0.21	0.20	Cuisine	7/25
7/28: "Win a Trip to Albuquerque for the International Balloon Fiesta!"	201,609	0.14	0.35	Events	7/26

# MARKETING, COMMUNICATIONS & TOURISM

## PR/COMMUNICATIONS

### PITCHES

Sports Focus (Senior Olympics, New Professional Soccer Team, ARSC)  
Individual FAM Outreach

### HARO (HELP A REPORTER OUT)

Resorts that Go Above & Beyond for Pets; Hyatt Tamaya Resort and Spa (Travel Channel)  
Under-the-radar Archeological Sites across the US; Chaco Canyon (Travel Channel)  
Sunset Views & Sips; Level 5 at Hotel Chaco, Ibiza Rooftop at Hotel Andaluz, Sandiagio's Grill at The Tram (Anonymous Outlet)  
Boutique Hotels Perfect for Your Wedding Night; Hotel Andaluz (Anonymous Outlet)  
Last Minute Affordable Labor Day Weekend Getaways; Albuquerque (Reader's Digest)  
Best Fitness Destinations for 2018; Albuquerque (Women's Fitness)  
Dog-Friendly Hotel Packages Nativo Lodge, Hotel Parq Central, Hyatt Tamaya Resort and Spa (Fido Friendly)

### PROACTIVE LEADS & INITIATIVES

Sunset Magazine - Crush Season/Immersive Wine Experiences in the West (Harvest Wine Festival)  
[Forbes.com](#) - Family-friendly getaways (Albuquerque as a destination)  
Conde Nast Traveler - Eco-travel destinations (Albuquerque as a destination)  
Conde Nast Traveler - Where to go in October (Albuquerque; Balloon Fiesta)  
[Frolic.com](#) - Hotels for Book Lovers (Hotel Andaluz)  
Airbnb Magazine - Destination Wellness (Albuquerque as a destination)  
Hotels with over-the-top Pet Amenities - Hyatt Tamaya Resort and Spa, Hotel Parq Central (Robb Report)  
Far & Wide - Wacky state fair foods (New Mexico State Fair in Albuquerque)  
Sunset Magazine - Eco-friendly hotels in the Southwest (Los Poblanos)  
Sunset Magazine - Best Culinary Tours in the Southwest (New Mexico Chile Bike Tour)  
ForbesLife - Lesser Known US Highways/Routes (Original Route 66)

## MEDIA EFFORTS

LOCAL MEDIA REGIONAL MEDIA NATIONAL/INT'L MEDIA M&C TRADE MEDIA

DATE	DESCRIPTION
7/3	Sent Media Alert: July 2018 Meetings/Conventions & Events to local media
7/3	<a href="#">This week in Albuquerque: Fireworks, Dancing, Good Eating</a> - KRQE (broadcast and online)
7/10	Sent "Pro Football Hall of Fame World Youth Championship to Host Regional Qualifier in Albuquerque" release to local general and sports media
7/10	Sent "SOMOS ABQ Presents 2nd Annual Creative Showcase & Celebration" release over the wire
7/11	<a href="#">This week in Albuquerque: Mac N' Cheese, Music, Jewish Film Fest</a> - KRQE (broadcast and online)
7/11	Sent: "Media Alert: Albuquerque Featured as Innovation and Technology Hub in Skift" to local media
7/13	Sent "SOMOS ABQ 2018 Headliner Announcement" release over the wire
7/17	Sent "World Boomerang Championships Coming to Albuquerque" release to local media
7/17-7/29	World Boomerang Championships coverage (print, online and broadcast)
7/18	<a href="#">This week in Albuquerque: Route 66 Summerfest, World Boomerang Championships, Good Music</a> - KRQE (broadcast and online)
7/24	Sent "SmartAsset Ranks ABQ 2nd Most Dog-Friendly City in America" alert to local media
7/25	<a href="#">Albuquerque Ranked 2nd Most Dog-Friendly City</a> - KRQE (broadcast and online)
7/25	<a href="#">This week in Albuquerque: Zoo music, Rail Yards Market, Show up ABQ</a> - KRQE (broadcast and online)
7/26	Sent "34th IRF World Senior Racquetball Championships Coming to Albuquerque" release to local general and sports media
7/23	<a href="#">Albuquerque, NM; Small Town with big-city vibe</a> - Cleveland Jewish News (print and online)
7/12	<a href="#">15 Hidden Speakeasy Bars You'll Want to Find</a> - Travel Channel
7/18	<a href="#">What to do in Albuquerque New Mexico [in just 24 hours]</a> - We3Travel
7/19	<a href="#">Top 10 Culinary Experiences to Soak up Local Flavor</a> - Sunset
7/23	<a href="#">Fascinating Small Town Museums in Western US</a> - McCool Travel



# MARKETING, COMMUNICATIONS & TOURISM

## PR/COMMUNICATIONS

**100%** Percent of national/regional articles scoring above 40 on the Barcelona Principles scale



### TRAVEL CHANNEL

July 12 - 15  
Hidden Speakeasy Bars You'll Want to Find

BP Score – 60



### WE3TRAVEL

July 18 - What to do in Albuquerque New Mexico [in just 24 hours]

BP Score – 95



### SUNSET

July 19 - Top 10 Culinary Experiences to Soak up Local Flavor

BP Score – 60



### MCCOOL TRAVEL

July 23 - Fascinating Small Town Museums in Western US

BP Score – 40



### CLEVELAND JEWISH NEWS

June 23 - Albuquerque, NM; Small Town with big-city vibe

BP Score – 70

## MEETINGS/INDUSTRY EVENTS

July 6: SOMOS Comm Meeting  
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July 11: NM Tourism Department Yearly Numbers Announcement  
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July 12: NAIOP at Night  
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July 13: Christmas in July event at Marriott Pyramid  
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July 18: Quality New Mexico Board Meeting  
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July 18: APD/Hospitality CONNECT Meeting  
.....  
July 18-19: NM Senior Olympics Opening Ceremonies/ Volunteering  
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July 19: Downtown Community Partnership Meeting  
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July 19: GAIA Event  
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July 19: Grand Reopening - Residence Inn Midtown  
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July 20: One Albuquerque Building an Economy for Everyone Event  
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July 20: Main Event Visit Albuquerque Staff FAM  
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July 20: El Vado Grand Opening  
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July 26: Isleta Venue Opening  
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July 26: PRSA Luncheon  
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July 26: Lodgers' Tax Advisory Board Meeting  
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July 30: NM Hospitality Association Gubernatorial Forum  
.....  
July 30-31: NM High School Coaches Association Annual Meeting  
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### VisitABQ HOSTED

July 16: ACE Training Class  
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July 19: Visit Albuquerque Executive Committee Meeting  
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July 19: Visit Albuquerque Partner Orientation  
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### JULY TRADESHOWS/INDUSTRY MEETINGS

July 9-13: Destinations International Annual Conference, Anaheim, CA  
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July 22-26: Cvent CONNECT, Las Vegas, NV  
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### UPCOMING TRADESHOWS/INDUSTRY MEETINGS

Aug 7-10: Denver Sales Mission  
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Aug 11-14: US Travel ESTO, Phoenix, AZ  
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Aug 18-21: ASAE, Chicago, IL  
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Aug 23-25: Connect Association, Salt Lake City, UT  
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Aug 23-25: Connect Specialty, Salt Lake City, UT  
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Aug 23-25: Connect Sports, Salt Lake City, UT  
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Aug 24-28: SYTA Annual Conference, Baltimore, MD  
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Aug 27-30: Washington DC Sales Mission  
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Sep 6-9: Professional Fraternity Association, Wichita, KS  
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Sep 23-25: Destinations International Visitor Services Summit, Monterey, CA  
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Oct 10-11: eTourism Summit, San Francisco, CA  
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