

July 2019 Destination Dashboard

LODGERS' TAX COLLECTIONS

VS. MAY 2018

+10.74%

VS. PYTD

+10.05%

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

AVERAGE HOTEL OCCUPANCY

VS. JUNE 2018

+12.7%

VS. PYTD

+5.8%

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

AVERAGE DAILY RATE

VS. JUNE 2018

+10.1%

VS. PYTD

+5.9%

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

JUNE 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

ALBUQUERQUE AVERAGE

81.9%

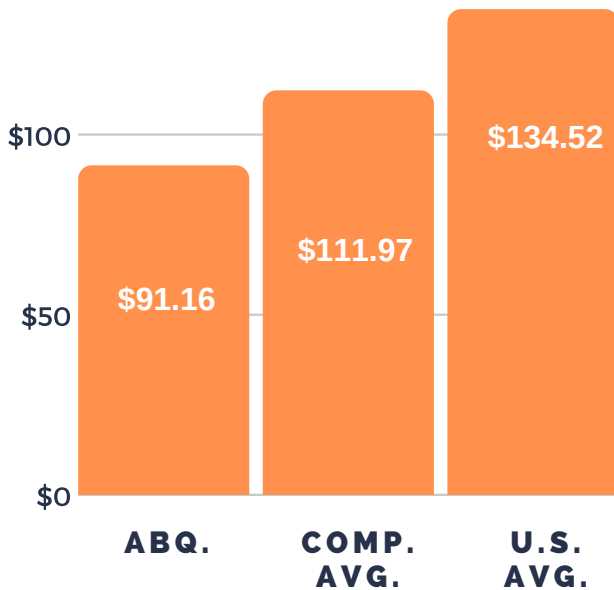
COMP. AVERAGE

73.8%

U.S. AVERAGE

73.5%

\$150 ————— 0 25 50 75 100



JUNE 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

July 2019 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL JUNE ENPLANED PASSENGERS

251,191

**JUNE 2019 VS. JUNE 2018
 TOTAL PASSENGERS**

-1.08%



TOTAL JUNE DEPLANED PASSENGERS

256,212

FYTD TOTAL PASSENGERS

FY17

4.82M

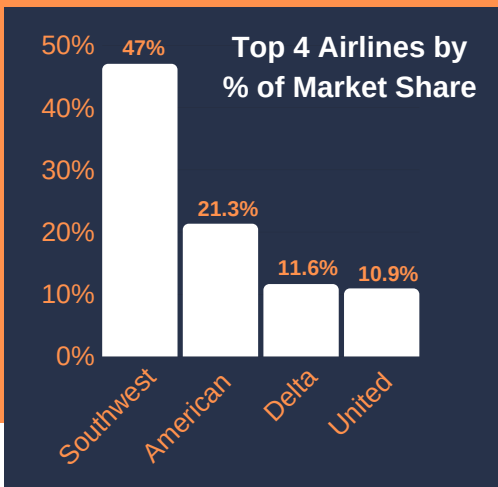
FY18

5.26M

FY19

5.41M

0 2 4 6
 Millions



TOTAL JUNE LEISURE & HOSPITALITY EMPLOYMENT

47,000

Source: Bureau of Labor Statistics

**JUNE 2019 VS.
 JUNE 2018**

+5.38%

CYTD VS. PYTD

+4.25%

July 2019 Destination Dashboard

JULY BUSINESS OCCURRING



	July '19	% Change vs. July '18	% Change vs. PYTD
# of Meetings/Events	24	-17.2%	-17.2%
Room Nights	13,033	-18.2%	-18.2%
Attendance	12,937	-3.5%	-3.5%
Direct Spend	\$5.87M	-1.5%	-1.5%



FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
0	0
ATTENDEES	ATTENDEES
0	0
ROOM NIGHTS	ROOM NIGHTS
0	0
DIRECT SPEND	DIRECT SPEND
\$0	\$0



FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	16
ATTENDEES	3,360
ROOM NIGHTS	4,490
DIRECT SPEND	\$1.61M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	3	ATTENDEES	1,089
ROOM NIGHTS	366	DIRECT SPEND	\$143,931



July 2019 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 16
 PYTD: 14 ▲ +14.3%

FUTURE ROOM NIGHTS BOOKED

FYTD: 4,490
 PYTD: 4,040 ▲ +11.1%

FUTURE ATTENDANCE BOOKED

FYTD: 3,360
 PYTD: 4,179 ▼ -19.6%

FUTURE DIRECT SPEND BOOKED

FYTD: \$1.61M
 PYTD: \$1.56M ▲ +3.5%

ADVERTISING IMPRESSIONS

FYTD: 10.31M
 PYTD: 2.32M ▲ +345%

WEBSITE USER SESSIONS

FYTD: 199,404
 PYTD: 218,329 ▼ -8.67%

VISITOR GUIDE FULFILLMENT

FYTD: 3,784
 PYTD: 10,442 ▼ -63.8%

VISITOR CENTER TRAFFIC

FYTD: 15,405
 PYTD: 6,223 ▲ +148%

GROUP TOURS

FY19 Q4: 55
 FY18 Q4: 64 ▼ -14.1%

SOCIAL MEDIA FOLLOWERS

FYTD: 214,325
 PYTD: 201,382 ▲ +6.43%

SOCIAL MEDIA ENGAGEMENT

FYTD: 25,172
 PYTD: 34,936 ▼ -27.9%

FYTD EARNED MEDIA COVERAGE

Travel Articles Generated

7

Impressions
 299,151,526

Publicity Value
 \$621,363

ACE TRAINEES

FYTD: 10
 PYTD: 11 ▼ -9.1%

FYTD MEDIA SITE VISITS

0

SALES FAMILIARIZATION & SITE TOURS

FYTD: 3
 PYTD: 2 ▲ +50%

July article in
 5280 Traveler Magazine



How To ABQ

By car, New Mexico feels like a far-off place. But with low-cost carrier Frontier Airlines offering 85-minute flights to Albuquerque, our funky neighbor to the south is more accessible than ever. This fall, catch the Albuquerque International Balloon Fiesta (October 5 to 13)—the world's largest hot air balloon fest—and then use our 48-hour guide to explore the Duke City from the ground up. —LAUREN PUCKETT

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

July 2019 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL MAY 2019 REVENUE

\$1,328,019.95

VS. MAY 2018

▲ 10.74%

VS. PYTD

▲ 10.05%



AIRBNB ONLY

\$47,836.59

▲ 37.56%

▲ 118.6%*

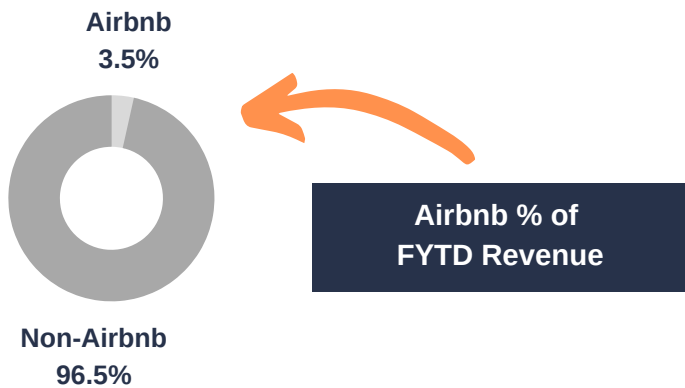
MINUS AIRBNB

\$1,280,183.36

▲ 9.94%

▲ 8.10%

*FY18 included 4 months of no Airbnb collections



10 YEAR LODGERS' TAX FYTD HISTORY

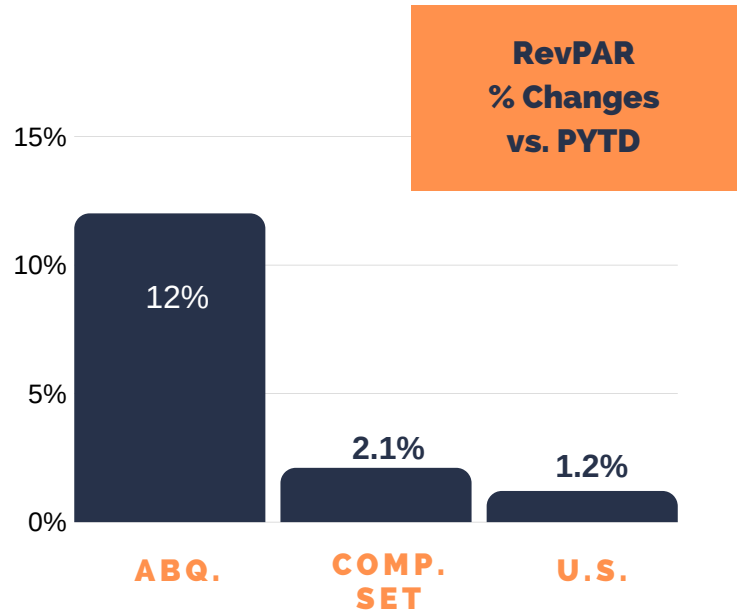
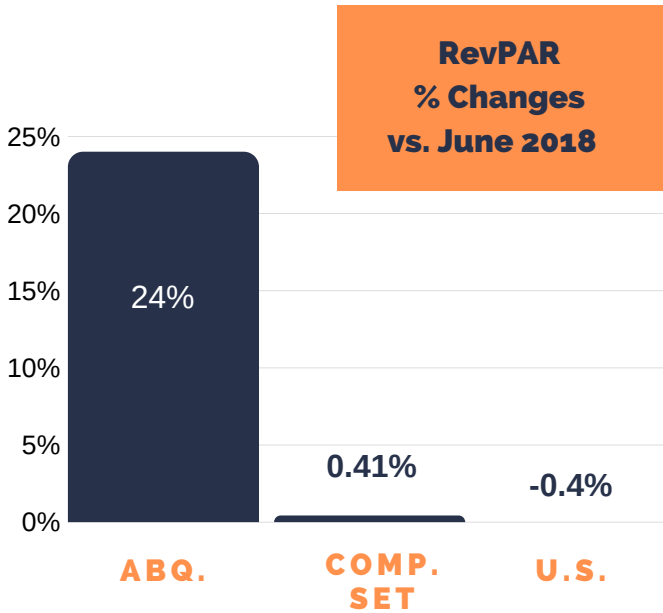


Source: City of Albuquerque



STR, INC. LODGING INDUSTRY REPORT*

	FYTD Occupancy	% Change vs. PYTD	FYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	68.4%	5.8%	\$86.82	5.9%	12%	4.8%
Comp. Set Average	69.7%	.49%	\$117.41	1.5%	2.1%	3.3%
U.S. Average	65.9%	.1%	\$131.20	1.1%	1.2%	2.1%



Top 5 Meetings Properties per Corridor Performance



	FYTD Occupancy	% Change vs. PYTD	FYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD**
Downtown	75%	7.2%	\$124.54	4.8%	12.4%	
Uptown	72%	5.7%	\$108	6.5%	12.6%	
Airport	79.6%	3.2%	\$100.79	11.1%	14.6%	
Northern Corridor	70.2%	4.6%	\$106.46	7%	11.8%	

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

**Current data not available from STR, Inc.



CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

16

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1.61M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

4,490

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



53

FYTD VS. PYTD

-10.2%

Room Nights Booked
by Event Type



Mtgs. & Conventions
91.8%

UPCOMING TRADESHOWS & INDUSTRY MEETINGS

LATE AUGUST

- 26-28: CONNECT SPORTS, LOUISVILLE, KY
- 26-28: CONNECT SPECIALTY, LOUISVILLE, KY
- 26-28: CONNECT ASSOCIATION, LOUISVILLE, KY

SEPTEMBER

- 5-8: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL CONVENTION, ALEXANDRIA, VA
- 9-12: S.P.O.R.T.S. THE RELATIONSHIP CONFERENCE, PANAMA CITY BEACH, FL
- 10-12: IMEX AMERICA, LAS VEGAS, NV

OCTOBER

- 13-15: CONNECT MED/TECH, DALLAS, TX

NOVEMBER

- 11-14: TEAMS CONFERENCE & EXPO, ANAHEIM, CA
- 21-23: NURSING ORGANIZATION ALLIANCE FALL SUMMIT, CLEVELAND, OH

DECEMBER

- 8-12: NATIONAL TOUR ASSOCIATION ANNUAL CONVENTION, FORT WORTH, TX
- 17: HOLIDAY SHOWCASE, CHICAGO, IL



. VISIT .

ALBUQUERQUE

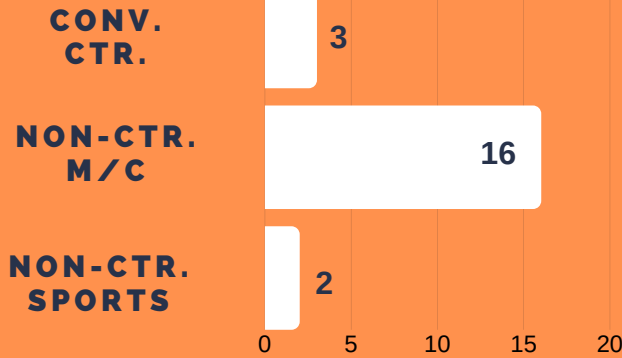
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

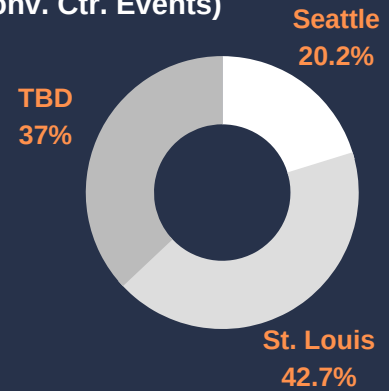
LOST BUSINESS

MONTH'S TOTAL LOSSES

21



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

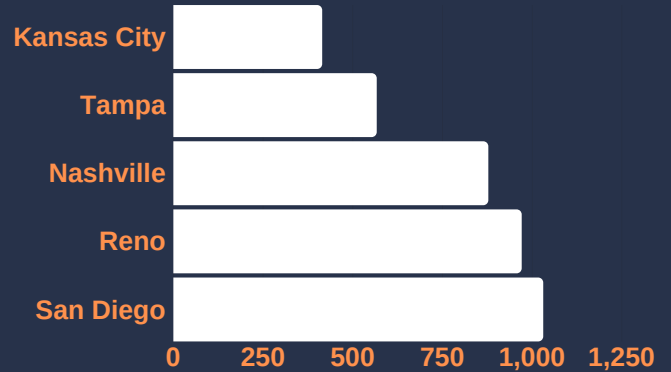


Most Room Nights Lost To (FYTD Non-Ctr. Sports)



Las Vegas
100%

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



Reoccurring Convention Center Lost Business Reasons

% of Room Nights Lost

Preferred Location Available	43%
Unfavorable Downtown Hotel Package	37%
Perceived Destination Desirability	20%

MONTH'S ROOM NIGHTS LOST
10,955

MONTH'S ATTENDEES LOST
6,892

MONTH'S DIRECT SPEND LOST
\$4.01M

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PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

3



FYTD MEMBERSHIP

709

VS. PYTD

+1.6%

FYTD REVENUE

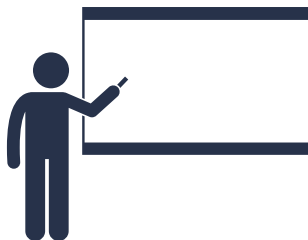
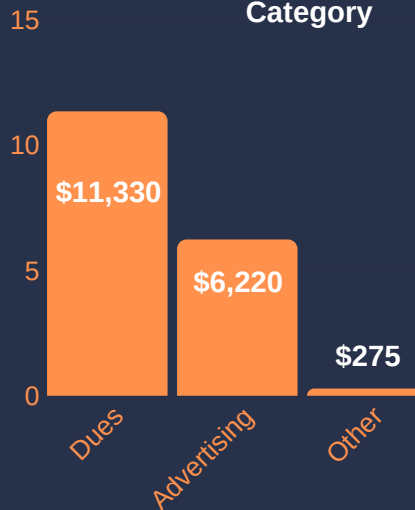
\$17,825

VS. PYTD

-43%

Thousands

FYTD Revenue by
Category



PARTNER EVENTS THIS MONTH

2

Partner Orientation on July 17th

ACE Training on July 24th



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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

7

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

88%



July article in Red Tricycle
BP Score: 115

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

299+M

CORRESPONDING
PUBLICITY VALUE

\$621,363



FEATURED MEDIA EFFORTS

7/8: Things to do with Kids in Albuquerque - Red Tricycle

7/9: Visit Albuquerque's Brittney Flores Named One of 30 Future Leaders of Destination Marketing and Management Industry - PRWeb (syndicated)

7/17: Sent "Visit Albuquerque Welcomes New Vice President" release to local media

7/18: 8 Spots in the US Where You Can See Petroglyphs - Smithsonian.com

7/20: 5 Places to Have Your Next Family Reunion - Travel + Leisure

7/22: Experience the Traditions of New Mexico in Albuquerque - Red Tricycle

7/23: Sent "Albuquerque Ranked in Hotwire's 'America's Best Cities for a Quickie Index'" alert to local media, leading to broadcast coverage of the Hotwire alert

7/24: Experience country music, flamenco, film, baseball, and more this week with ABQ 365 - KRQE (broadcast and online)

7/29: Celebrating New Mexico Women in Business/Women in Business Winners (Audrey Johnson/Businesswoman in Hospitality & Tourism) - Albuquerque Journal Business Outlook (print)

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"PLAN THE PERFECT SUMMER VACATION TO ABQ!"	137,382 LEISURE CONTACTS	11.4%	12%
"WIN A TRIP TO THE ALBUQUERQUE ART SHOWCASE!"	128,860 LEISURE CONTACTS	8.8%	23%

TOTAL SOCIAL MEDIA ENGAGEMENT THIS MONTH

25,172

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 **129,425**

 **58,612**

 **26,288**


MOST ENGAGING POST THIS MONTH



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COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

7/11: Brenna Moore & Rachel Howard attended Penguin Chill Day

7/14 & 15: Tania Armenta attended the New Mexico Hospitality Association Board Retreat

7/17: Cecilia Padilla attended the APD Connect Hospitality Meeting at La Quinta

7/18: Denise Suttle gave the welcoming presentation to the Department of Defense Dependent Schools' Reunion

7/31: The Services Team met with New Mexico Rail Runner representatives to discuss working more closely on conventions

7/30: Audrey Johnson attended the SOMOS ABQ Promotional Planning Meeting

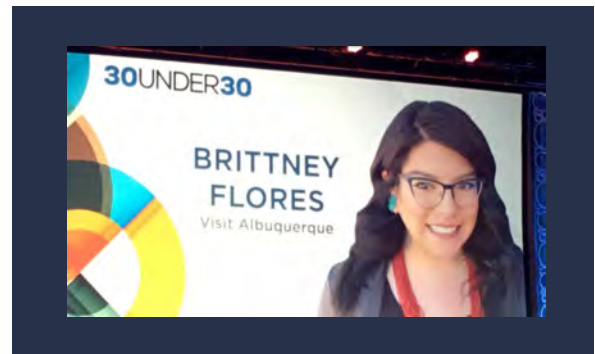
7/23: Kristin McGrath co-taught a 'Fundamentals of Destination Organizations' course in St. Louis

7/24: Tracy Cox was on the air at KRQE to discuss upcoming local events

7/24: Brittney Flores was a 30 under 30 honoree at the Destinations International Annual Convention in St. Louis

Hosted by Visit Albuquerque

- 7/16: Board of Directors Meeting**
- 7/17: Partner Orientation**
- 7/18: Executive Committee Meeting**
- 7/24: ACE Class**



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