

July 2020 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. MAY 2019

-69.3%

VS. FYTD 2019

-18.2%

AVERAGE HOTEL OCCUPANCY

VS. JUNE 2019

-44.1%

VS. PYTD

-35.2%

AVERAGE DAILY RATE

VS. JUNE 2019

-26.8%

VS. PYTD

-15.2%

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

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See expanded STR data on pg. 2 of the President's Report

JUNE 2020 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

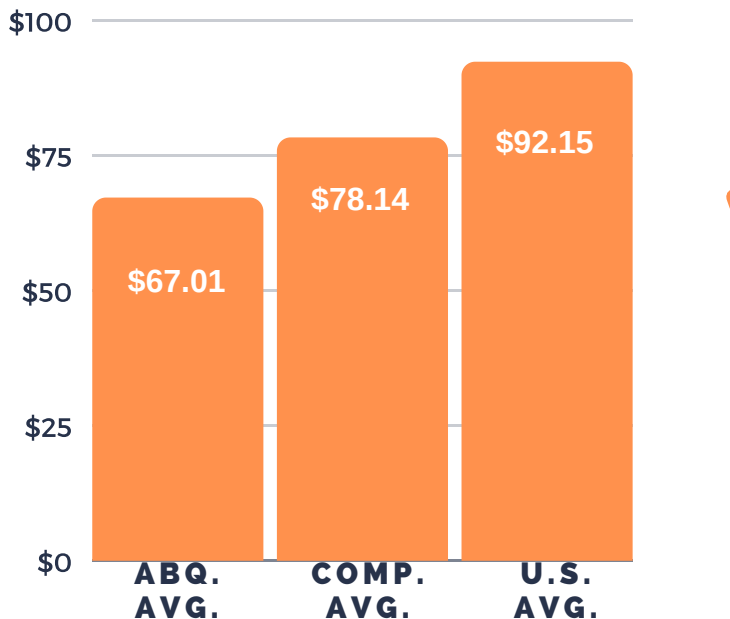
45.7%

COMP. AVERAGE

41.7%

U.S. AVERAGE

42.2%



JUNE 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

July 2020 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL JUNE ENPLANED PASSENGERS

47,418

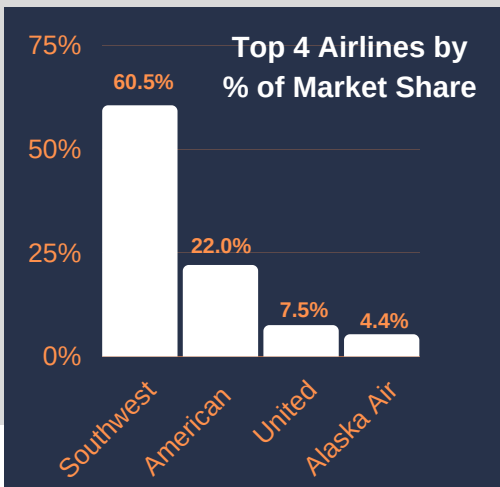
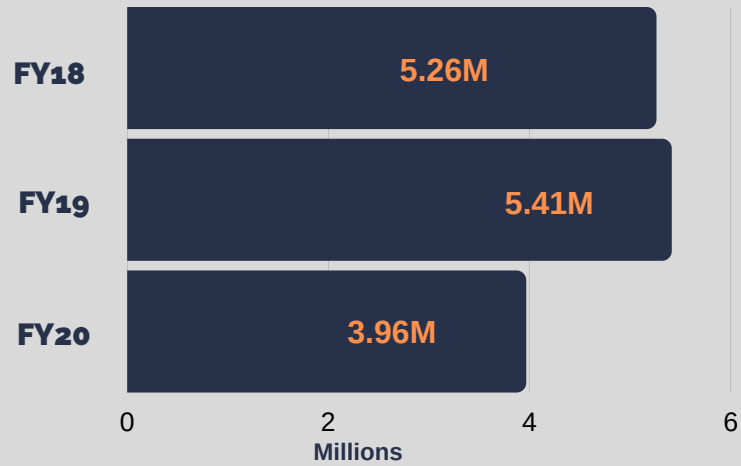


TOTAL JUNE DEPLANED PASSENGERS

45,589

**VS. JUNE 2019
 TOTAL PASSENGERS**
-81.7%

FY20 TOTAL PASSENGERS



TOTAL JUNE LEISURE & HOSPITALITY EMPLOYMENT

*** 34,300**

Source: Bureau of Labor Statistics
 *Preliminary BLS figure

VS. JUNE 2019
-24.6%

CYTD VS. PYTD
-16.2%

July 2020 Destination Dashboard

JULY BUSINESS OCCURRING



	Jul '20	% Change vs. Jul '19	% Change vs. PYTD
# of Meetings/Events	4	-83.3%	-83.3%
Room Nights	169	-98.7%	-98.7%
Attendance	960	-92.6%	-92.6%
Direct Spend	\$79,567	-98.6%	-98.6%



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	\$0.0



FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	14
ATTENDEES	2,675
ROOM NIGHTS	2,585
DIRECT SPEND	\$1M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	5	ATTENDEES	1,290
ROOM NIGHTS	224	DIRECT SPEND	\$111K



July 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 14
PYTD: 16 -12.5%

FUTURE ROOM NIGHTS BOOKED

FYTD: 2,585
PYTD: 4,490 -42.4%

FUTURE ATTENDANCE BOOKED

FYTD: 2,675
PYTD: 3,360 -20.4%

FUTURE DIRECT SPEND BOOKED

FYTD: \$1.0M
PYTD: \$1.6M -38.9%

ADVERTISING IMPRESSIONS

FYTD: 104K
PYTD: 11.4M -99.9%

WEBSITE USER SESSIONS

FYTD: 117,410
PYTD: 199,404 -41.1%

VISITOR GUIDE FULFILLMENT

FYTD: 825
PYTD: 3,784 -78.2%

VISITOR CENTER TRAFFIC

FYTD: Closed
PYTD: 15,405 -100%

ACE TRAINEES

FYTD: 0
PYTD: 10 -100%

GROUP TOURS

FY20: 232
FY19: 295 -21.4%

GROUP TOUR ROOM NIGHTS

FY20: 15K+
FY19: 19K+ -19.9%

SOCIAL MEDIA FOLLOWERS

FYTD: 223,751
PYTD: 214,325 +4.4%

SOCIAL MEDIA ENGAGEMENT

FYTD: 16,293
PYTD: 25,172 -35.3%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

6

Circulation/Reach
9,669,138

Publicity Value
\$15,390

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD: 0
PYTD: 3 -100%

FY21 MEDIA SITE VISITS

0

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

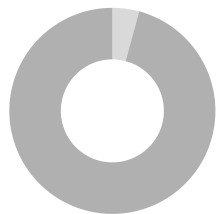
July 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. MAY 2019	VS. FYTD 2019
TOTAL MAY 2020 REVENUE \$407,577.90	▼ -69.3%	▼ -18.2%
*SHORT-TERM RENTALS ONLY \$26,284.45	▼ -45.0%	▼ -1.77%
MINUS SHORT-TERM RENTALS \$381,293.45	▼ -70.2%	▼ -18.8%



Short-Term Rentals
4.2%

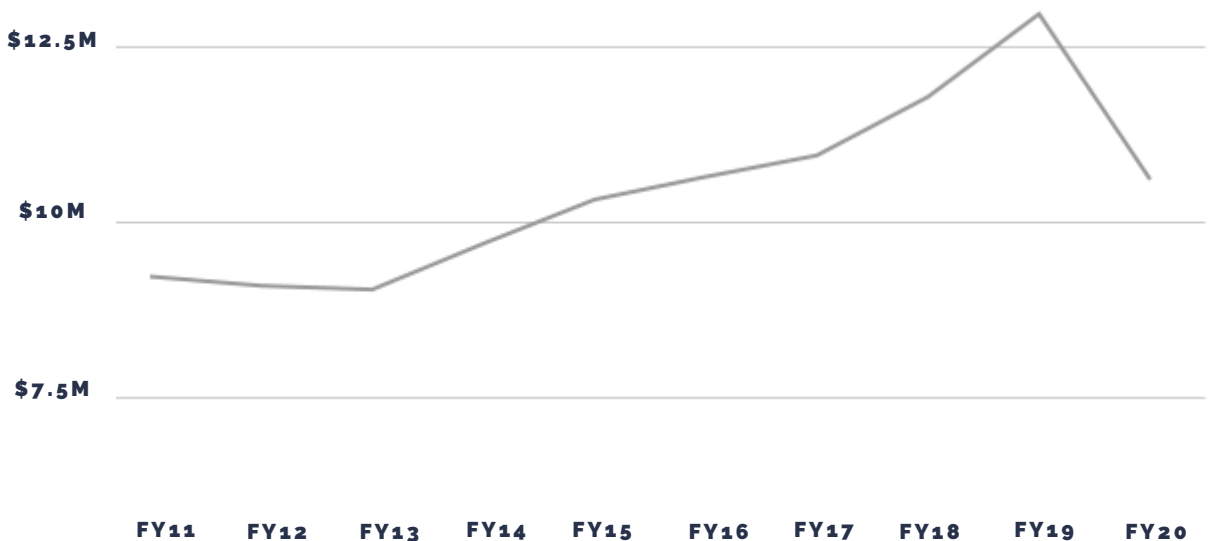


Non
95.8%

Short-term Rentals as a % of FYTD Revenue

**PYTD only included Airbnb; FYTD includes Airbnb, HomeAway/VRBO, as of Oct 2019, and other short term rental collections, as of Feb 2020.*

10 YEAR LODGERS' TAX FYTD HISTORY

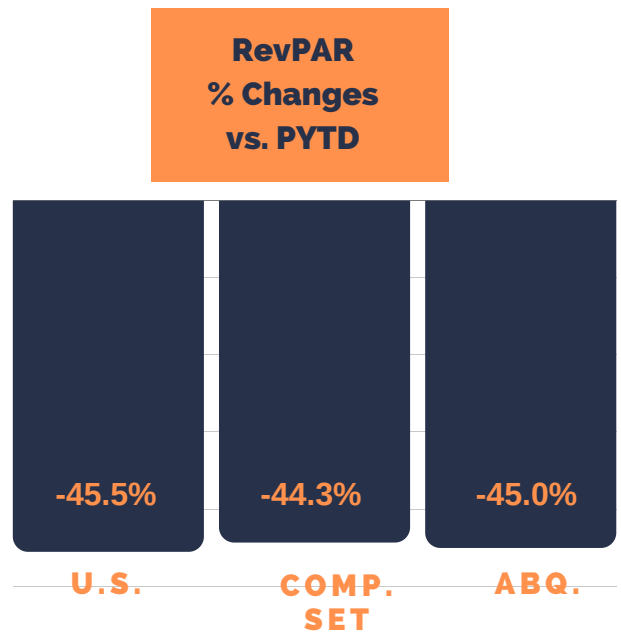
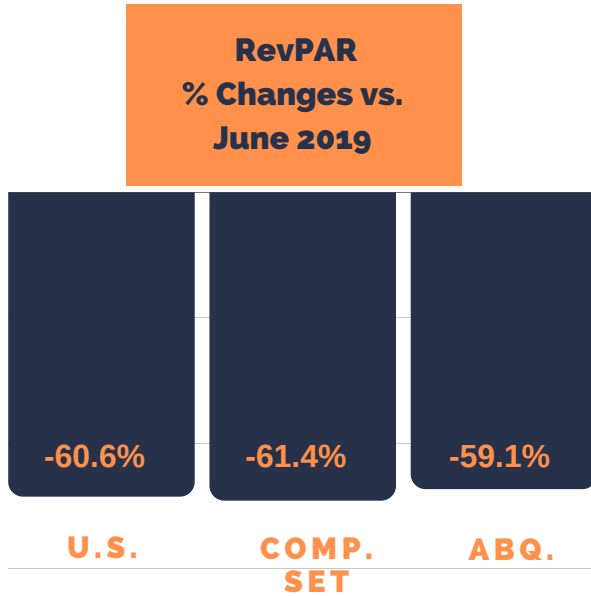


Source: City of Albuquerque



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	44.3%	-35.2%	\$74.00	-15.2%	-45.0%	-36.5%
Comp. Set Average	45.7%	-34.3%	\$99.68	-15.1%	-44.3%	not available
U.S. Average	43.1%	-34.5%	\$109.04	-16.8%	-45.5%	-37.2%



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	unavailable	unavailable	unavailable	unavailable	unavailable
Uptown	34.5%	-52.0%	\$102.15	-5.4%	-54.6%
Airport	38.6%	-51.5%	\$92.32	-8.3%	-55.6%
Northern Corridor	37.9%	-46.1%	\$96.31	-9.5%	-51.2%

*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

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

14

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

2,585

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



27

FYTD VS. PYTD

-49.1%



Month's Room Nights
Booked by Event Type

Sporting Events
8.7%



Mtgs. & Conventions
91.3%

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



JULY

- 2-15: SPORTS ETA WOMEN'S SUMMIT - VIRTUAL EVENT
- 14-15: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - VIRTUAL EVENT
- 30: MID-ATLANTIC SMART EXPERIENCE - VIRTUAL

AUGUST:

- 3-21: SPORTS ETA BIZXCHANGE - VIRTUAL EVENT
- 10-12: ASAE ANNUAL CONVENTION - VIRTUAL EVENT
- 25-26: CVENT CONNECT - VIRTUAL EVENT

OCTOBER:

- 19-20: CONNECT MARKETPLACE (SPECIALTY & ASSOCIATION) - LAS VEGAS, NV

. VISIT .

ALBUQUERQUE

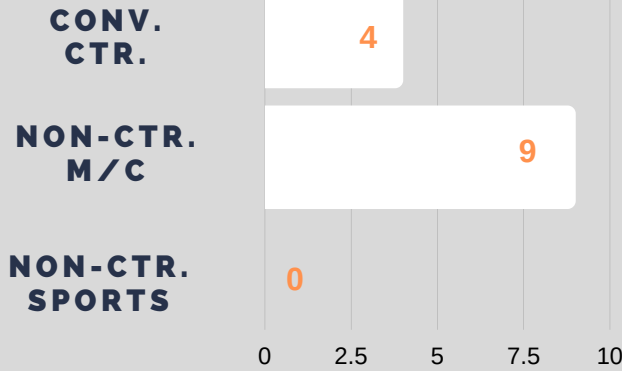
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

13

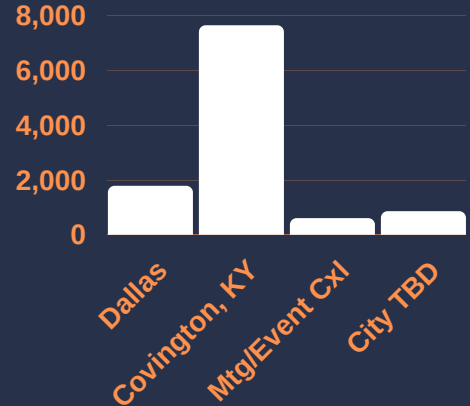


Most Room Nights Lost To (FYTD Non-Ctr. Sports)

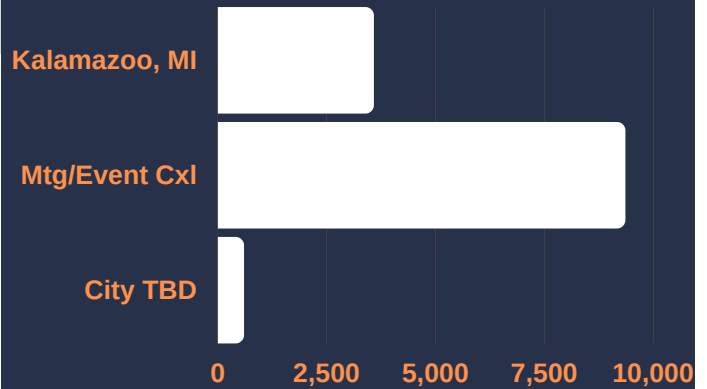


No Lost Business
100%

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



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



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	47%
Insufficient Local Infrastructure	36%
Dates/Space Availability	17%

MONTH'S ROOM NIGHTS LOST
15,171

MONTH'S ATTENDEES LOST
4,779

MONTH'S DIRECT SPEND LOST
\$4.36M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

2

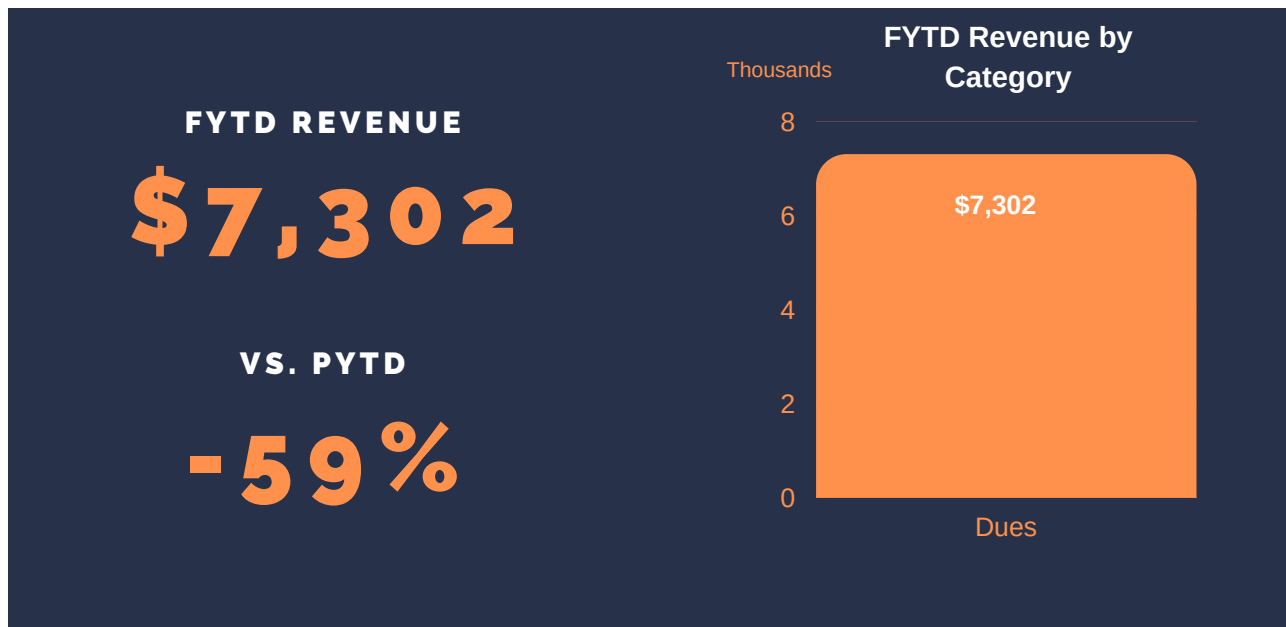


FYTD MEMBERSHIP

696

VS. PYTD

-1.8%



PARTNER EVENTS
THIS MONTH

0

Partner Orientation &
ACE Training Cancelled
due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

8

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

6

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

100%

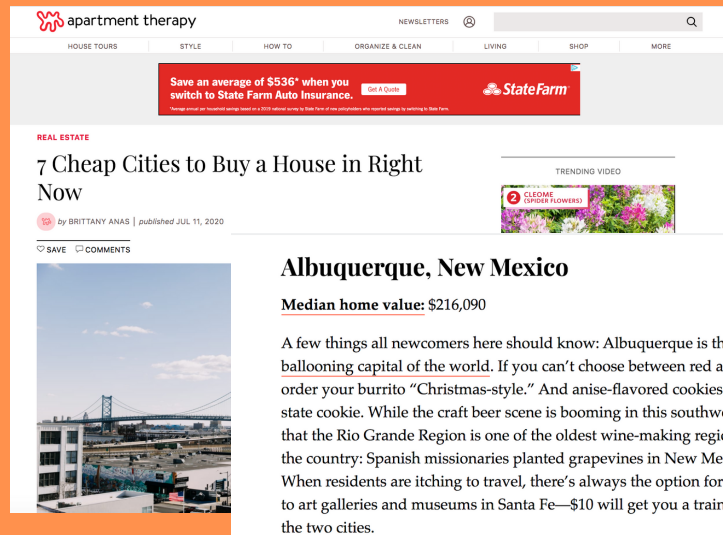
Apartment Therapy article
BP Score: 65

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

9.67M

CORRESPONDING
PUBLICITY VALUE

\$15,390



FEATURED MEDIA
EFFORTS

[7/2: Betty Bulldog's Stay-Cation in Albuquerque - New Mexico Living \(online and broadcast\)](#)

[7/5: Carhops are back in style at these classic US drive-in restaurants - Lonely Planet](#)

[7/6: Hotels look to reopen during the pandemic - Albuquerque Journal \(print and online\)](#)

[7/9: Small Farms Find Creative Ways to Attract Visitors During the Coronavirus Pandemic - Smithsonian](#)

[7/11: 7 Cheap Cities to Buy a House in Right Now - Apartment Therapy](#)

[7/20: Longtime Fiesta vendors feel loss, but support calling 2020 event off - Albuquerque Journal \(print and online\)](#)

[7/20: The Best Farms in Every State - Food & Wine](#)

[7/21: Betty Bulldog's Stay-cation in Albuquerque! - Fido Friendly](#)

[7/29: 9 Hotels with Expansive Outdoor Space for Socially Distanced Vacations - Rachael Ray in Season](#)

Local Media

National Media

.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"EXPLORE ABQ AND SUPPORT LOCAL"

SENT
3,107 LOCAL
ABQ365
CONTACTS

OPEN RATE

27.2%

CLICK-TO-OPEN RATE

14.8%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH


16,293

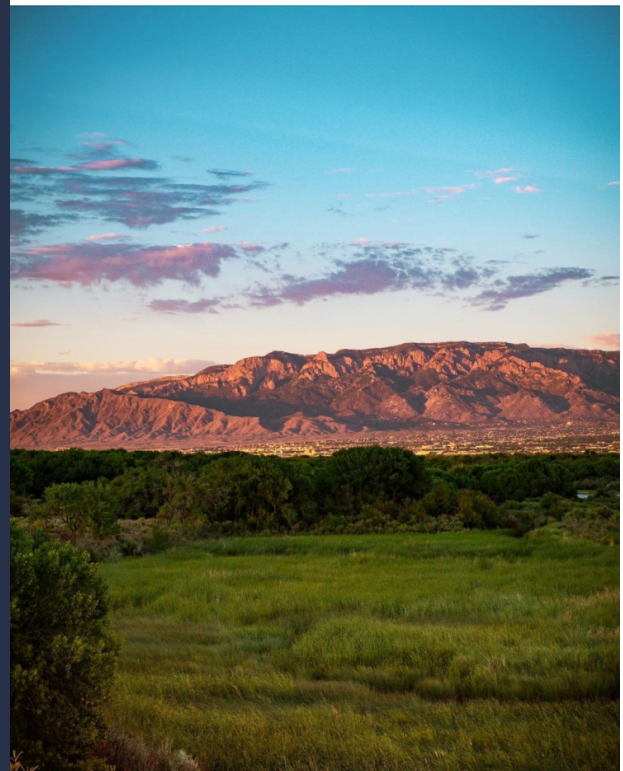
SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,463

 58,499

 34,789

We love to see Albuquerque through your lens. Share your #TrueABQ photos in the comments below!
 @ts_pc11photos



HIGH
ENGAGEMENT
POST
OF THE MONTH

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

Visit Albuquerque staff continues to attend numerous COVID-19 and recovery webinars via industry sources, i.e. NM Tourism Dept, USTA, Destinations Intl, TTRA, DMA West, STR Inc & Destination Analysts

7/30: Larry Atchison had eleven (11) appointments during Smart Meetings virtual Mid-Atlantic Smart Experience

7/30: Attended the Greater Albuquerque Hotel & Lodging Association video meeting

7/2-15: Angie Jepsen & Angela Gandy attended the 2020 SportsETA Virtual Women's Summit

7/7: Tania Armenta interview with Albuquerque Journal

7/8, 15, 17, 22, 29: Tania Armenta attended NM Tourism Dept DMO Task Force Meetings via video conference

7/10: Tania Armenta attended the NM Hospitality Association Executive Committee meeting

7/14-15: Attended Destinations International Virtual Annual Conference

Events Hosted by Visit Albuquerque

7/10: DOS meeting via video conference
7/16: Visit Albuquerque Executive Committee meeting via video conference
7/17: DOS meeting via video conference
7/24: DOS meeting via video conference
7/28: Visit Albuquerque Board of Directors meeting via video conference
7/31: DOS meeting via video conference



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19 / CORONAVIRUS TIMELINE

7/30: Governor Michelle Lujan Grisham extends the Public Health Order thru August 28

7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle

6/11: Breweries open at 50% outdoors on June 12 and indoor on June 15

6/1: Places of lodging may increase operations to no more than 50% of maximum occupancy; In-door dining opens at 50% capacity; Recreational facilities remain closed

5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis

4/30: Governor Michelle Lujan Grisham formally extends the Emergency Public Health Order thru May 15

3/11: Governor Michelle Lujan Grisham proclaimed a public health emergency in New Mexico due to the spread of COVID-19

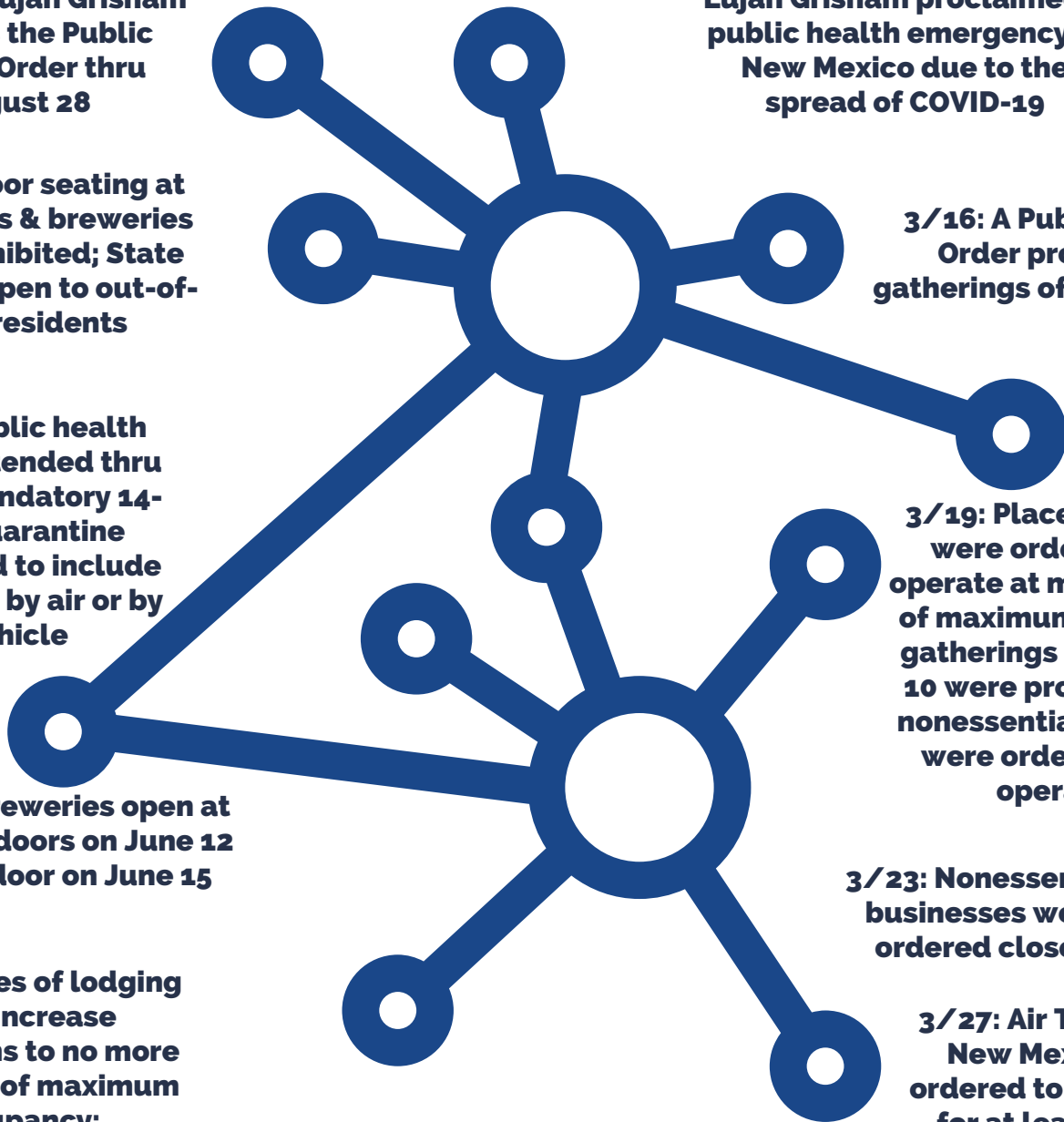
3/16: A Public Health Order prohibited gatherings of 100 or more

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 New Mexico were 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



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE