

July 2021 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 2020

+241%

VS. PYTD

-28.3%

AVERAGE HOTEL OCCUPANCY

VS. JUNE 2020

+57.7%

VS. PYTD

+32.4%

AVERAGE DAILY RATE

VS. JUNE 2020

+33.5%

VS. PYTD

+3.7%

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 2021 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

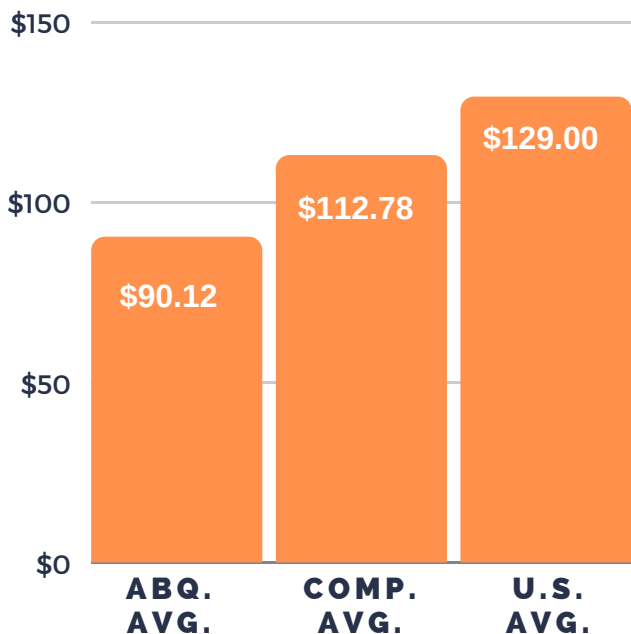
72.4%

COMP. AVERAGE

67.1%

U.S. AVERAGE

66.1%



JUNE 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

July 2021 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL JUNE ENPLANED PASSENGERS

173,573

**VS. JUNE 2020
 TOTAL PASSENGERS
 +271.8%**

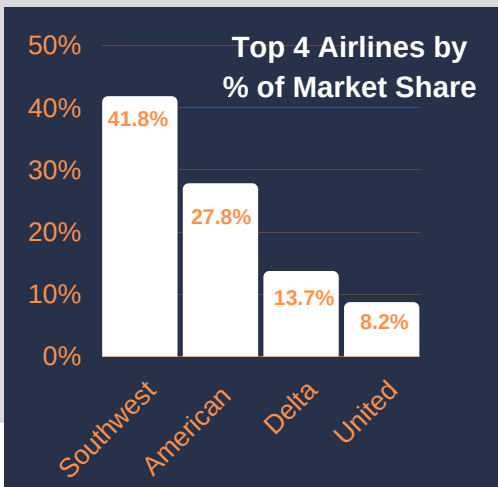
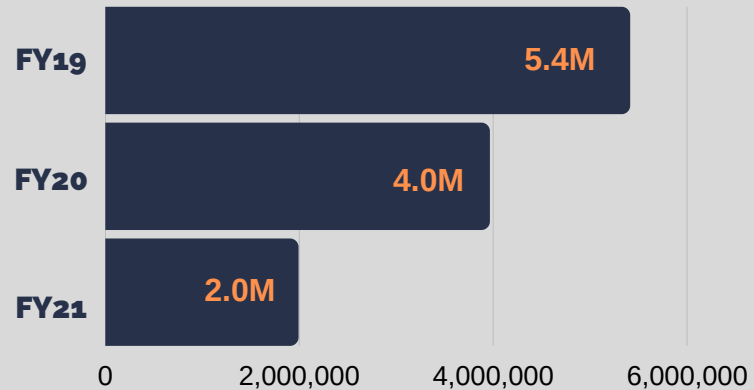
**VS. JUNE 2019
 TOTAL PASSENGERS
 -31.9%**



TOTAL JUNE DEPLANED PASSENGERS

172,207

FYTD TOTAL PASSENGERS



TOTAL JUNE LEISURE & HOSPITALITY EMPLOYMENT

*** 38,800**

**VS. JUNE 2020
 +17.6%**

**CYTD VS. PYTD
 -1.7%**


Source: Bureau of Labor Statistics
 *Preliminary BLS figure

July 2021 Destination Dashboard




**JULY
 BUSINESS
 OCCURRING**

	Jul '21	% Change vs. Jul '20	% Change vs. PYTD	% Change vs. FY20
# of Meetings/Events	16	300%	300%	-33.3%
Room Nights	6,243	36k%	36k%	-52.1%
Attendance	8,462	781%	781%	-34.6%
Direct Spend	\$2.6M	32k%	32k%	-55.3%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
2	2
ATTENDEES 3,397	ATTENDEES 3,397
ROOM NIGHTS 5,289	ROOM NIGHTS 5,289
DIRECT SPEND \$2.1M	DIRECT SPEND \$2.1M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	22
ATTENDEES	5,426
ROOM NIGHTS	5,069
DIRECT SPEND	\$1.9M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	15	ATTENDEES	7,696
ROOM NIGHTS	7,840	DIRECT SPEND	\$3.2M

July 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD 24
PYTD = 14 ▲ 71.4%
FY20 = 16 ▲ 50.0%

FUTURE ROOM NIGHTS BOOKED

FYTD 10,358
PYTD: 2,585 ▲ 300.7%
FY20: 4,490 ▲ 130.7%

FUTURE ATTENDANCE BOOKED

FYTD 8,823
PYTD: 2,675 ▲ 229.8%
FY20: 3,360 ▲ 162.6%

FUTURE DIRECT SPEND BOOKED

FYTD \$4.1M
PYTD: \$1.0M ▲ 315.2%
FY20: \$1.6M ▲ 153.5%

ADVERTISING IMPRESSIONS

* **FYTD** 71.65M
PYTD: 104K ▲ 69k%
FY20: 11M ▲ 531%

WEBSITE USER SESSIONS

FYTD 261K
PYTD: 117K ▲ 121.9%
FY20: 199K ▲ 30.7%

VISITOR GUIDE FULFILLMENT

FYTD 2,215
PYTD: 825 ▲ 168.5%
FY20: 3,784 ▼ -41.5%

VISITOR CENTER TRAFFIC

FYTD 8,824
PYTD: 0 ▲ 100%
FY20: 15K ▼ -42.7%

ACE TRAINEES

FYTD 0
PYTD: 0 — 0%
FY20: 10 ▼ -100%

GROUP TOURS

FY21: 5 ▼ -97.8%
FY20: 232

GROUP TOUR ROOM NIGHTS

FY21: 106 ▼ -99.3%
FY20: 15,651

SOCIAL MEDIA FOLLOWERS

FYTD 222K
PYTD: 224K ▼ -0.7%
FY20: 214K ▲ +3.7%

SOCIAL MEDIA ENGAGEMENT

FYTD 31,978
PYTD: 16,293 ▲ 96.3%
FY20: 25,172 ▲ 27.0%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

3

Circulation/Reach
5,401,418

Publicity Value
\$60K

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD 2
PYTD: 0 ▲ 100%
FY20: 3 ▼ -33.3%

FYTD MEDIA SITE VISITS

1

*FY22 ad impressions include tourism recovery campaign with CABQ and co-op partnership with NM True.

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

July 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. MAY 2020	VS. PYTD
TOTAL MAY 2021 REVENUE \$1,389,107.24	▲ 240.8%	▼ -28.3%
*SHORT-TERM RENTALS ONLY \$89,617.38	▲ 240.9%	▲ 34.3%
MINUS SHORT-TERM RENTALS \$1,299,489.86	▲ 240.8%	▼ -31.1%



Short-Term Rentals
7.9%

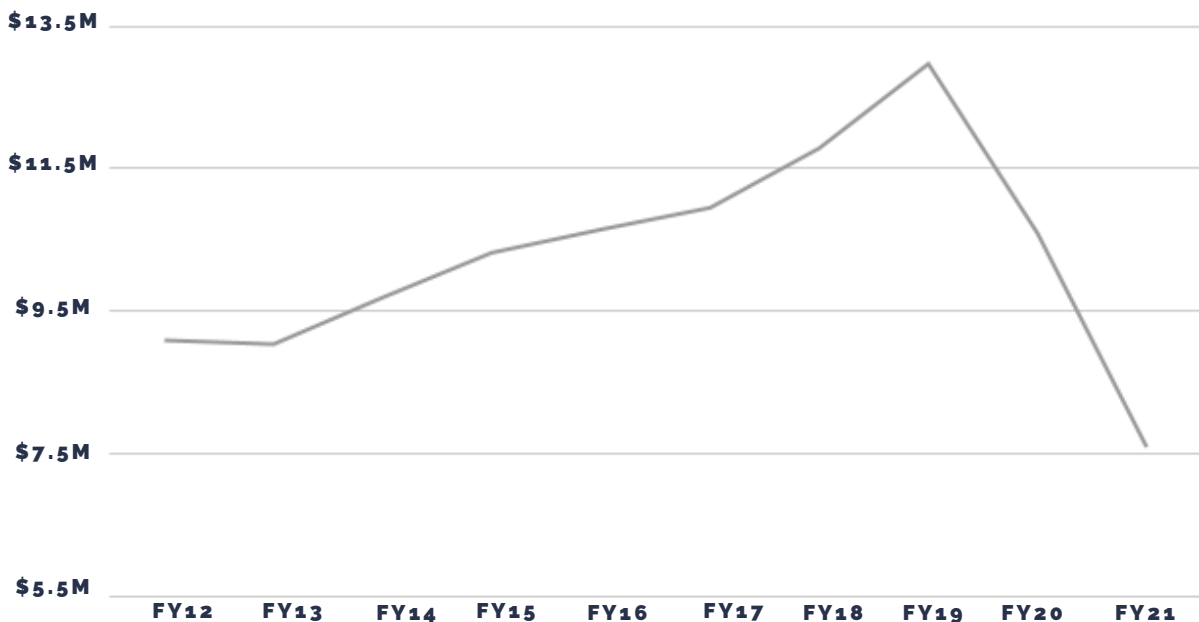


Non
92.1%

Short-term Rentals as a % of FYTD Revenue

*PYTD: S-TRs added Jan '20;
 VRBO added Oct '19 to Airbnb data.
 FYTD includes Airbnb, HomeAway/VRBO,
 and other Short Term Rental collections.

10 YEAR LODGERS' TAX FYTD HISTORY



Source: City of Albuquerque

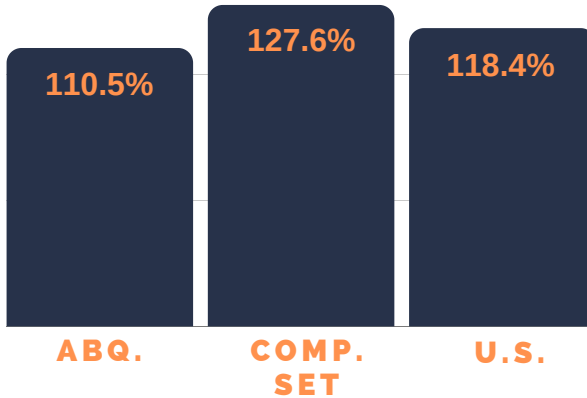


STR, INC. LODGING INDUSTRY REPORT*

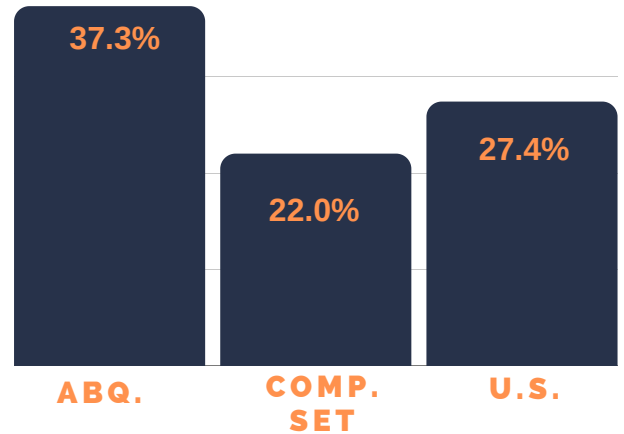
	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	59.0%	32.4%	\$77.24	3.7%	37.3%	29.6%
*Comp. Set Average	56.3%	24.6%	\$99.13	-1.5%	22.0%	not available
U.S. Average	53.8%	24.9%	\$111.08	2.0%	27.4%	31.3%

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

**RevPAR
% Changes vs. June 2020**



**RevPAR
% Changes vs. PYTD**



**Top 5 Meetings Properties per
Corridor Performance**



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	40.6%	unavailable	\$121.23	unavailable	unavailable
Uptown	36.2%	4.8%	\$104.20	1.0%	5.8%
Airport	46.9%	21.5%	\$85.99	-6.9%	13.2%
Northern Corridor	43.0%	13.4%	\$98.08	1.8%	15.5%

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

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

24

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$4.0M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

10,358

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



49

FYTD VS. PYTD

81.5%

Mtgs. & Conventions
24.3%



Sporting Events
75.7%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



JULY:

13-15: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - BALTIMORE, MD

13: DESTINATIONS INTERNATIONAL VISITOR SERVICES SUMMIT - VIRTUAL

AUGUST:

30-SEPT 1: CONNECT MARKETPLACE: ASSOCIATION, SPECIALTY, SPORTS - TAMPA, FL

31: CONNECT MARKETPLACE RECEPTION COHOSTED WITH DESTINATION MADISON - TAMPA, FL

SEPTEMBER:

9-11: PROFESSIONAL FRATERNITY ASSOCIATION - IRVING, TX

15: DESTINATION CELEBRATION - KANSAS CITY, MO

16: PCMA HEARTLAND GOLF EVENT - KANSAS CITY, MO

20-22: CONNECT TOUR - LAS VEGAS, NV

27-30: TEAMS - ATLANTIC CITY, NJ

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ALBUQUERQUE

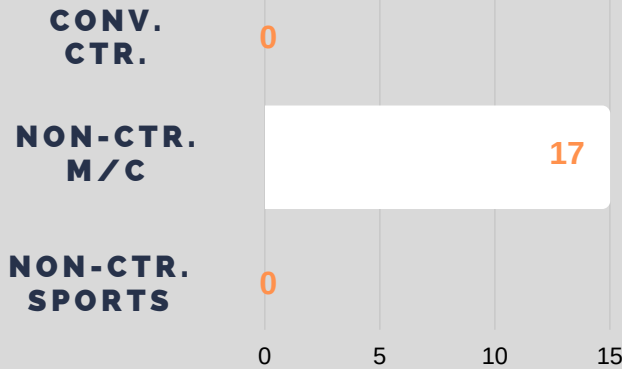
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

17



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

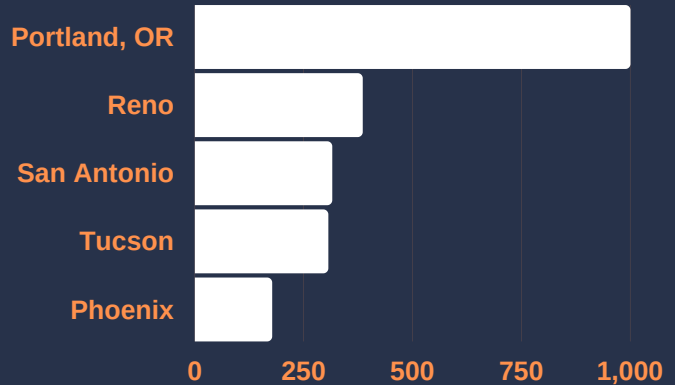


Most Room Nights Lost To (FYTD Non-Ctr. Sports)



No Lost Business
100%

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



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	0%
Other Location(s) Preferred	0%
Rotational Issues	0%

MONTH'S ROOM NIGHTS LOST
4,008

MONTH'S ATTENDEES LOST
2,069

MONTH'S DIRECT SPEND LOST
\$1.4M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

1



FYTD MEMBERSHIP

617

VS. PYTD

-11%

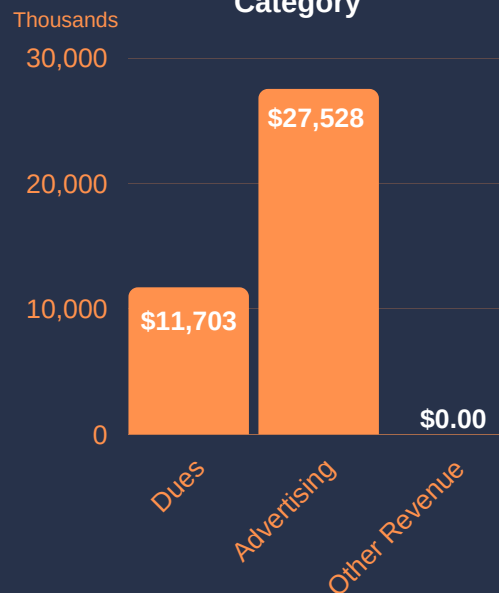
FYTD REVENUE

\$39,231

VS. FY21

+437%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

0

Partner Orientation &
ACE Training Cancelled
due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

13

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

3

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

5.4M

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

100%

CORRESPONDING
PUBLICITY VALUE

\$60K



Travel & Leisure article
BP Score: 95



FEATURED MEDIA EFFORTS

7/1: Fireworks, music, and more: ABQ 365 highlights 4th of July events around the metro - KRQE (broadcast and [online](#))

7/5: Briefcase: Hires, promotions and more - Albuquerque Journal (print and [online](#))

7/6: Be a Tourist In Your Home State - The Paper (print and [online](#))

7/8: See all the places 'Breaking Bad' was filmed on this Albuquerque bike tour. Here's how - [AZCentral.com \(online\)](#) and [The Arizona Republic \(print\)](#).

7/13: Best Places to Travel in October - [Travel + Leisure](#)

7/14: Eat Your Way Through These U.S. Cities - [Shondaland](#)

7/15: 72 hours in Albuquerque: Hiking, biking, local brews and Christmas (chile) - KOAT (broadcast and [online](#))

7/25: Baseball tournament helps high school players get seen by scouts - KRQE (broadcast and [online](#))

7/27: City's economic development department partners with Visit ABQ for new tourism campaign - Albuquerque Business First (print and [online](#))

Local Media

National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

7/7: "SEE OVER 600 HOT AIR BALLOONS TAKE FLIGHT AT THE ALBUQUERQUE INTERNATIONAL BALLOON FIESTA"

SENT	OPEN RATE	CLICK-TO-OPEN RATE
72,991 LEISURE CONTACTS	16.6%	14.7%

7/31: "SEE OVER 600 HOT AIR BALLOONS TAKE FLIGHT AT THE ALBUQUERQUE INTERNATIONAL BALLOON FIESTA"

2,040 LOCAL CONTACTS	29.4%	20.2%
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TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

31,978

SOCIAL MEDIA FOLLOWERS BY PLATFORM

f 1,232,388

t 57,711

i 41,244

Visit Albuquerque
Published by Andrea Sisneros · July 18 at 7:21 PM ·
 Albuquerque is officially beating to the rhythm of monsoon season.
#TrueABQ | #VisitABQ | VisitABQ.org
IG: @md23exploring



HIGH ENGAGEMENT POSTS OF THE MONTH

.VISIT.

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

7/26-27: Angela Gandy assisted with the USA Cycling Masters Road National Championships Volunteer Training

7/22: Tania Armenta attended the NM Hospitality Association Board Meeting

7/20: Tania Armenta & Brenna Moore attended the Mayor's Charity Ball at the Rail Yards

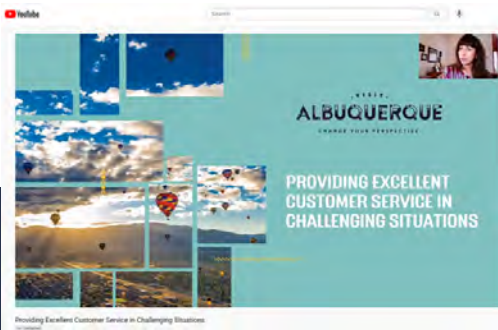
7/19: Tania Armenta presented at the Asian American Hotel Owners Association (AAHOA) Town Hall Meeting

7/8: Tania Armenta attended the Destinations International: Equity, Diversity & Inclusion Leadership Masterclass

7/8: Ceela McElveny presented at the Albuquerque Hispano Chamber of Commerce "Get Crafty" event

7/13-15: Tania Armenta & Kristin McGrath attended Destinations International Annual Convention in Baltimore, MD

7/13: Several staff attended Destinations International virtual summits on Visitor Services, Membership, Finance & Operations, and Marketing & Communications



Visit Albuquerque developed a 13-minute training video with tips to help your newest employees communicate effectively with customers, set expectations and gain customers' support and empathy. Access the video [here](#).

Events Hosted by Visit Albuquerque

7/8: DOS meeting via video conference

7/23: DOS meeting at Hollow Spirits

7/27: Visit Albuquerque Board Meeting at Indian Pueblo Cultural Center

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

MARCH 2020

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 NM 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

APRIL 2020

MAY 2020

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis
5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

6/1: Places of lodging may increase operations to no more than 50% of maximum occupancy; Indoor dining opens at 50% capacity; Recreational facilities remain closed
6/11: Breweries open at 50% outdoors on June 12 and indoor on June 15

JUNE 2020

JULY 2020

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle
7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

8/29: Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%

AUGUST 2020

SEPTEMBER 2020

9/3: Mandatory quarantine amended to exempt travelers to NM from low-risk states based on <5% positivity rate and new case rate equal to or less than 80 per 1M residents
9/17: Agritourism experiences permitted

10/1: State park overnight camping opens for NM residents in groups of 10 or less
10/16: Increased Restrictions: Food & Drink establishments must close by 10pm; Lodging occupancy reduced to 60% if NM Certified 25% if not; Mass gatherings reduced to no more than 5
10/23: 4 Rapid Responses = 2 Weeks Closed; Retail to close by 10pm; NM Certification required to continue indoor dining at 25%; State museums and historical sites close.

OCTOBER 2020

NOVEMBER 2020

11/16: NM Safe Certified lodging properties reduced to 25%, all others shut down; On-Site Dining prohibited; Close-contact businesses and outdoor recreational facilities must close; Essential retailers at 25% maximum occupancy or no more than 75, whichever is smaller.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

12/2: "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics.
12/14: COVID-19 Vaccine administration begins in phased approach.
12/15: "Red to Green" framework updated.

DECEMBER 2020

JANUARY 2021

1/8: Public Health Order extended thru February 5, 2021. Bernalillo County remains in Red category.
1/29: "Red to Green" framework updated mass gathering limits specific to vehicles.

2/10: Bernalillo County reaches Yellow Level
2/11: Visitors no longer required to self-quarantine 14-days; instead visitors are strongly advised to self-quarantine and to obtain a COVID-19 test upon arrival in or return to New Mexico.
2/24: "Red to Green" framework updated to include Turquoise level.

FEBRUARY 2021

MARCH 2021

Bernalillo County remains at Yellow Level throughout March
3/24: Visitation allowed at Long Term Care Facilities
3/29: Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level

4/5: All APS Schools reopen
4/7: Bernalillo County remains at Yellow Level
4/9: Mass gathering definition expanded and maximum capacity definition added.
4/23: Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
4/30: New gating criteria announced to include vaccination rates.

APRIL 2021

MAY 2021

5/5: Bernalillo County reaches "Turquoise" Status; Capacity Levels increased
5/13: Children 12 and over become eligible for vaccine

6/18: New Mexico successfully meets 60% vaccination goal to open by July 1.

JUNE 2021

JULY 2021

7/1: All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.

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