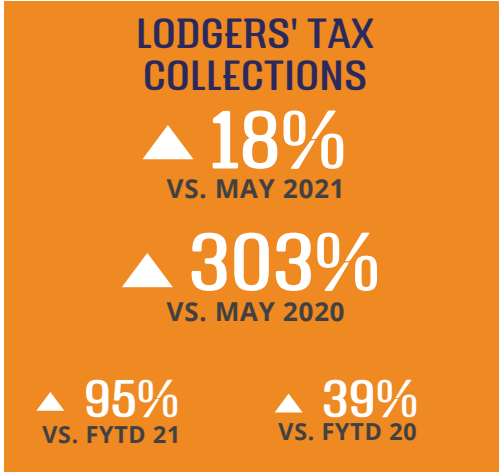
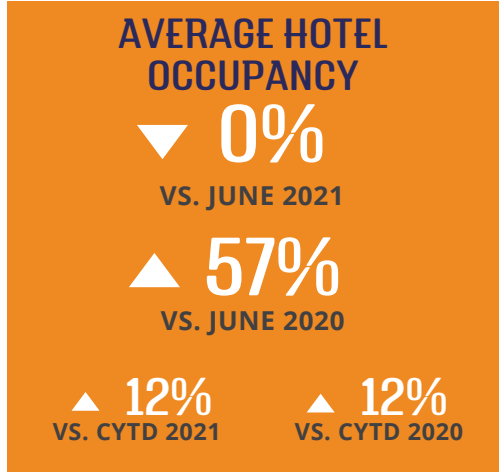


# July 2022 Destination Dashboard

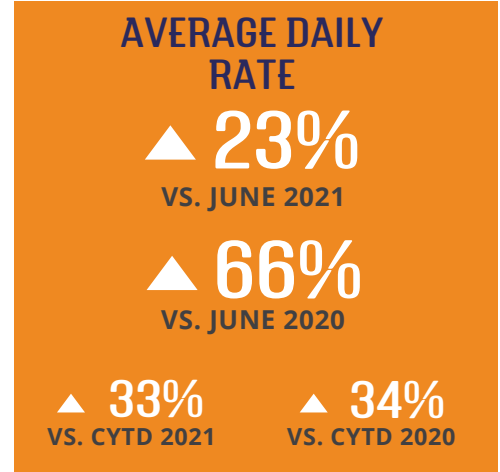
\*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.



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

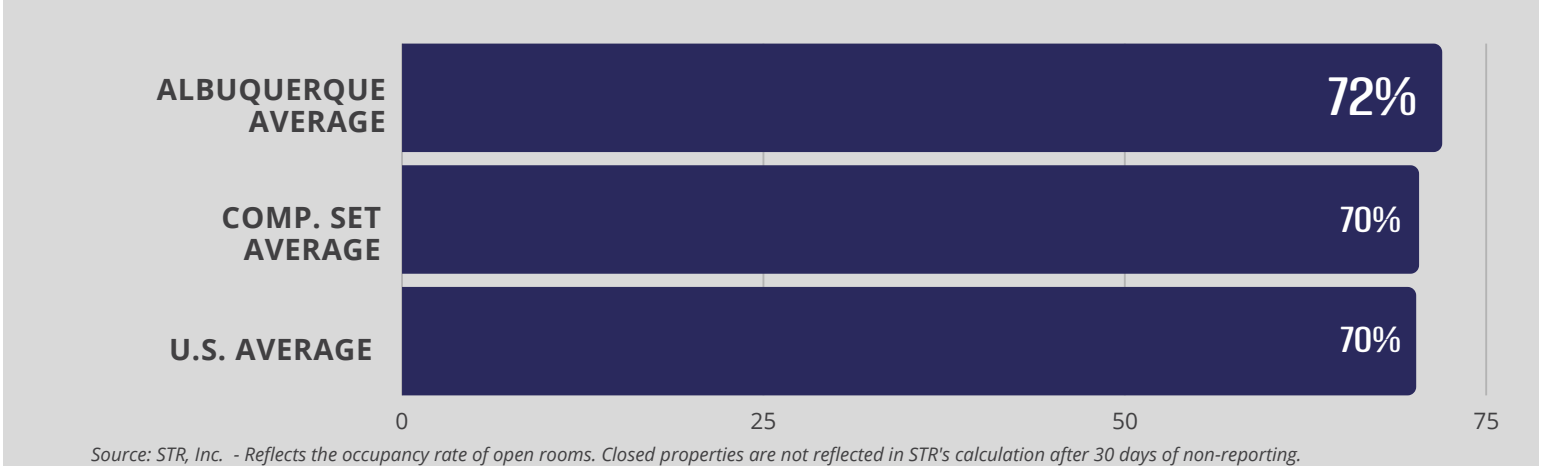


Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report



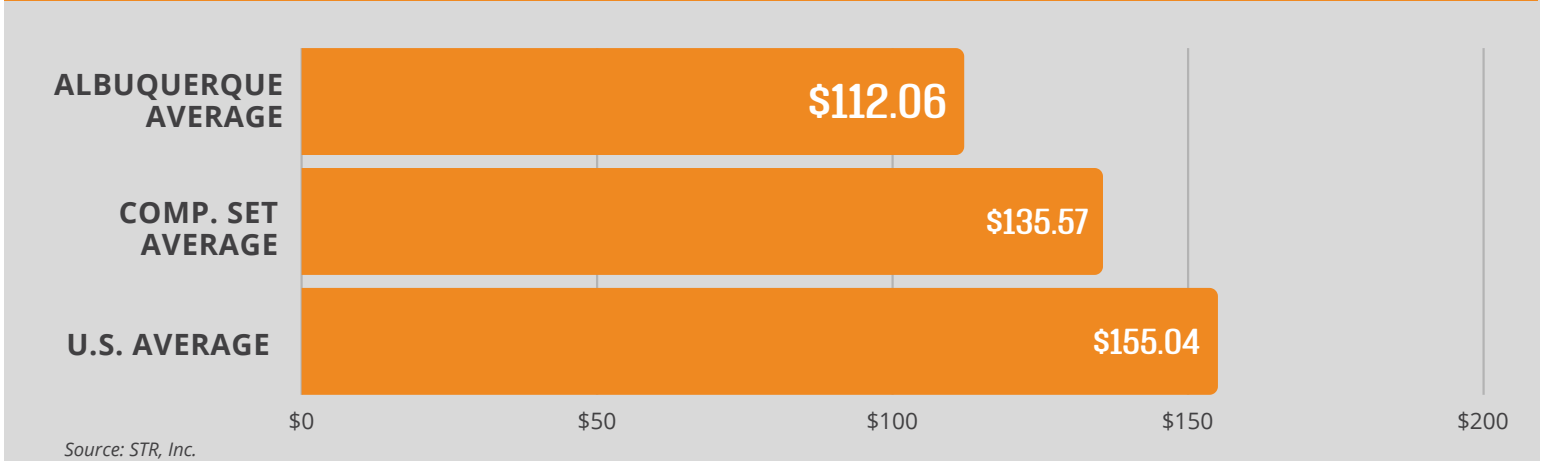
Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

## JUNE 2022 - 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.

## JUNE 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

# July 2022 Destination Dashboard

## JUNE 2022 - SUNPORT AIRLINE METRICS

**419,056**  
**TOTAL PASSENGERS**

▲ **21%**  
 VS. JUNE 2021  
 TOTAL PASSENGERS

▲ **351%**  
 VS. JUNE 2020  
 TOTAL PASSENGERS

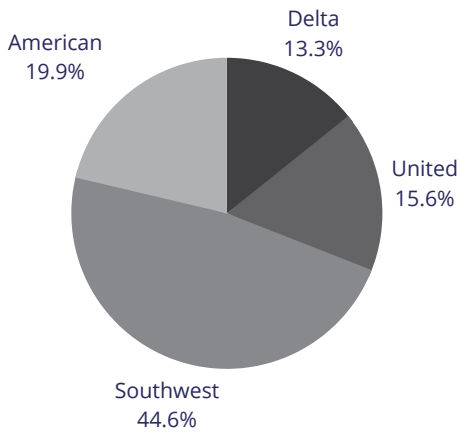


**TOTAL JUNE  
 ENPLANED PASSENGERS**  
**210,876**

**TOTAL JUNE  
 DEPLANED PASSENGERS**  
**208,180**

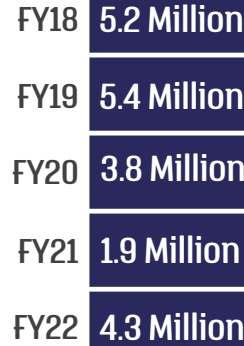


### TOP 4 AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

### 5-YR FYTD TOTAL PASSENGERS



## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**45,000**

**TOTAL JUNE 2022 LEISURE &  
 HOSPITALITY EMPLOYMENT**

▲ **14%**  
 VS. JUNE 2021

▲ **36%**  
 VS. JUNE 2020

**44.9 K**  
 JUNE 2018

**45.5 K**  
 JUNE 2019

**45 K**  
 JUNE 2022

**39.5 K**  
 JUNE 2021

**33 K**  
 JUNE 2020

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

Source: Bureau of Labor Statistics, Current Employment Statistics

# July 2022 Destination Dashboard

JULY BUSINESS OCCURRING	JUL '22	JUL '21	% CHANGE VS. JUL '21	% CHANGE VS. JUL '20
# OF MEETINGS/EVENTS	25	16	56% ▲	525% ▲
ROOM NIGHTS	7,729	6,243	24% ▲	4,473% ▲
ATTENDANCE	8,773	8,462	4% ▲	814% ▲
DIRECT SPEND	\$3,600,584	\$2,624,007	37% ▲	4,425% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	-	-	-100% ▼	0%
ATTENDEES	-	-	-100% ▼	0%
ROOM NIGHTS	-	-	-100% ▼	0%
DIRECT SPEND	-	-	-100% ▼	0%

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	10	20	-9% ▼	43% ▲
ATTENDEES	1,725	4,639	26% ▲	156% ▲
ROOM NIGHTS	2,304	6,845	-8% ▼	79% ▲
DIRECT SPEND	\$982,608	\$2,151,901	11% ▲	118% ▲

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

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



**11**  
SPORTING  
EVENTS

**5,330**  
ATTENDEES

**2,424**  
ROOM NIGHTS

**\$1.2M**  
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 by 2024.

# July 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

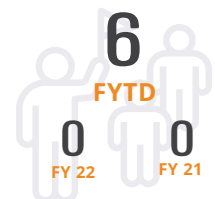
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22		FY21	
		TOTAL	% CHG	TOTAL	% CHG
FUTURE EVENTS BOOKED	20	24	-17% ▼	14	43% ▲
FUTURE ROOM NIGHTS BOOKED	4,639	10,358	-55% ▼	2,585	79% ▲
FUTURE ATTENDANCE BOOKED	6,845	8,823	-22% ▼	2,675	156% ▲
FUTURE DIRECT SPEND	\$2,151,901	\$4,092,828	-47% ▼	\$985,742	118% ▲
GROUP TOURS**	N/A	N/A	N/A	N/A	N/A
GROUP TOUR ROOM NIGHTS**	N/A	N/A	N/A	N/A	N/A

MARKETING	FYTD *	FY22		FY21	
		TOTAL	% CHG	TOTAL	% CHG
ADVERTISING IMPRESSIONS†	45,773,750	73,681,934	-38% ▼	104,167	43,843% ▲
WEBSITE USER SESSIONS	255,991	260,595	-2% ▼	117,410	118% ▲
SOCIAL MEDIA FOLLOWERS	258,581	222,193	16% ▲	223,751	16% ▲
SOCIAL MEDIA ENGAGEMENT	70,552	31,978	121% ▲	16,293	333% ▲
VISITOR GUIDE FULFILLMENT	1,740	2,250	-22% ▼	825	111% ▲
VISITOR CENTER TRAFFIC	7,093	8,824	-20% ▼	0	100% ▲
<b>EARNED MEDIA‡</b>					
TRAVEL ARTICLES	5	3	67% ▲	6	-14% ▼
CIRCULATION REACH	10,474,171	5,401,418	94% ▲	9,669,138	8% ▲
PUBLICITY VALUE	\$96,877	\$59,768	62% ▲	\$15,390	529% ▲

### FAMILIARIZATION & SITE TOURS

	FYTD	FY22		FY21	
		TOTAL	% CHG	TOTAL	% CHG
<b>SALES</b>	4	2	100%	0	N/A
<b>MEDIA</b>	1	1	0%	0	N/A

### ACE TRAINEES



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

\*\*Data reported is quarterly.

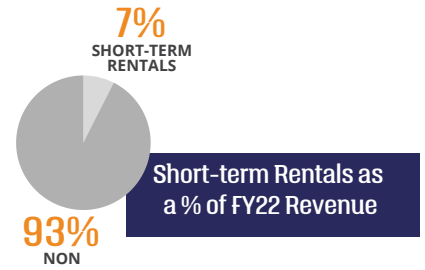
†FY23 and FY22 ad impressions include co-op partnership with NM True.

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

# July 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	May'22	May'21 TOTAL	% CHG
TOTAL REVENUE	\$1,643,105	\$1,389,107	18% ▲
SHORT-TERM RENTALS (STR)**	\$122,984	\$89,617	37% ▲
REVENUE MINUS STR	\$1,520,121	\$1,299,490	17% ▲



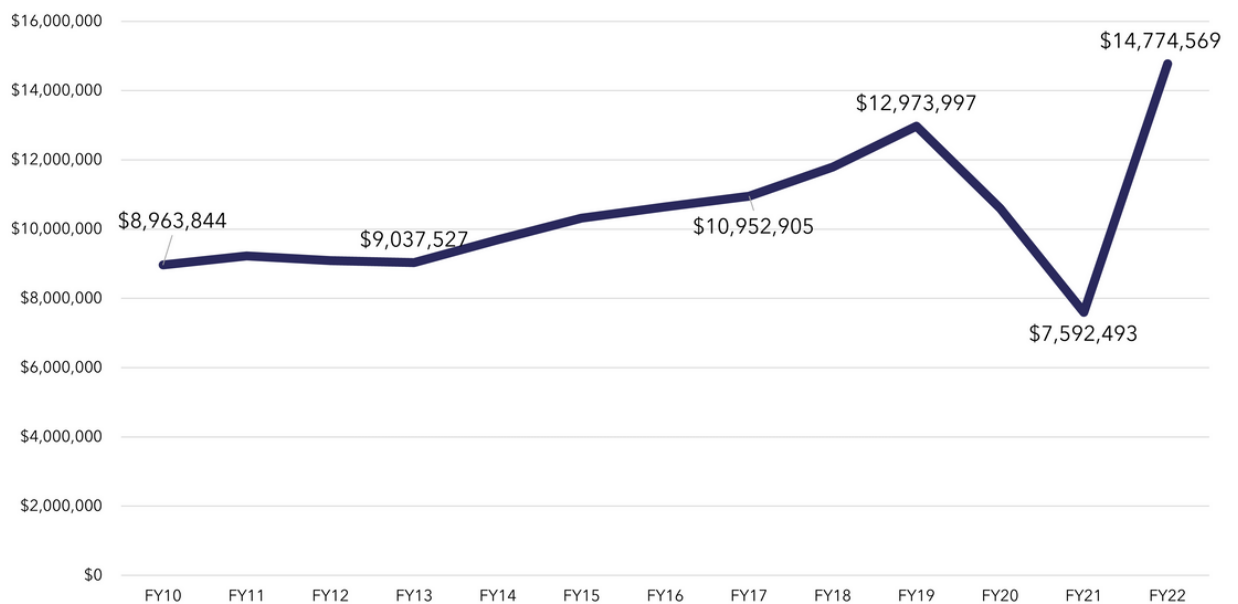
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21		FYTD vs. FY20	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$14,774,570	\$7,592,493	95% ▲	\$10,594,811	39% ▲
SHORT-TERM RENTALS (STR)**	\$1,215,933	\$600,407	103% ▲	\$447,117	172% ▲
REVENUE MINUS STR	\$13,558,637	\$6,992,086	94% ▲	\$10,147,694	34% ▲

\*Value rounded up to nearest dollar.

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



## YEAR LODGERS' TAX FYTD HISTORY: FY 2012 - FY 2022



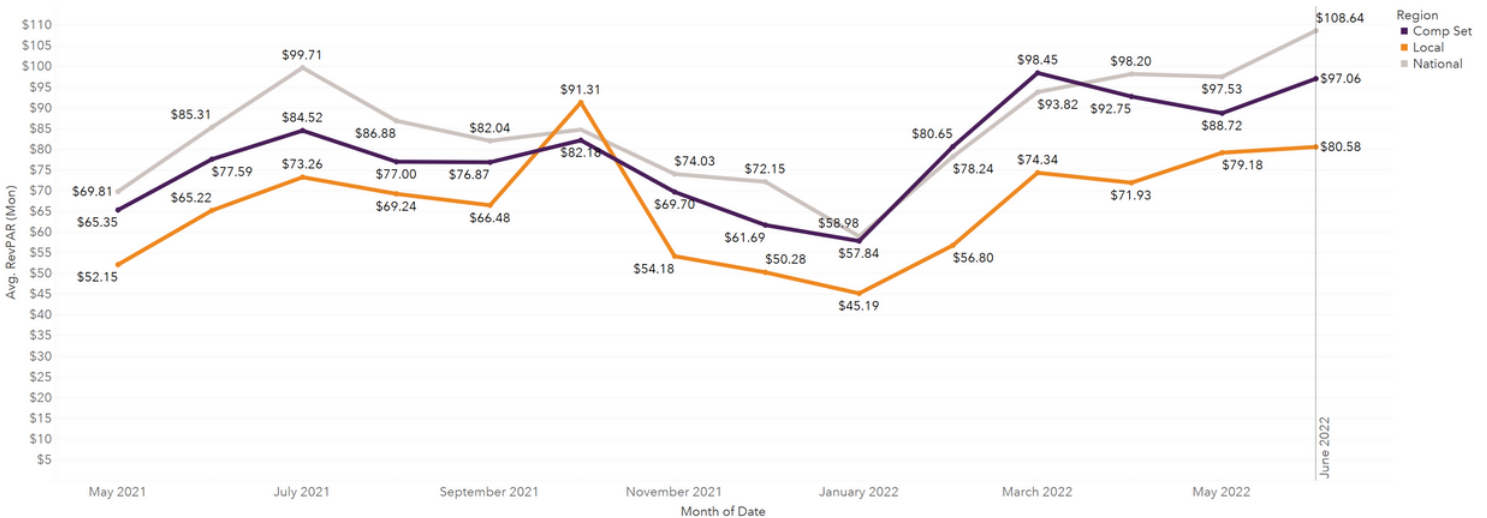


# STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	12% ▲	\$103.28	33% ▲	\$67.99	49% ▲
COMP SET*	64%	14% ▲	\$132.05	32% ▲	\$86.08	52% ▲
UNITED STATES	62%	15% ▲	\$145.15	30% ▲	\$89.37	49% ▲

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

## RevPAR: June 2021 - June 2022



Source: STR, Inc.

## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	48%	18% ▲	\$149.71	23% ▲	\$72.05	46% ▲
UPTOWN	58%	60% ▲	\$123.11	18% ▲	\$71.34	89% ▲
AIRPORT	67%	43% ▲	\$110.46	28% ▲	\$74.14	84% ▲
NORTHERN CORRIDOR	60%	39% ▲	\$125.85	28% ▲	\$75.04	78% ▲

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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# SALES, SERVICES & SPORTS - JULY 2022

20

MONTH'S TOTAL  
EVENT BOOKINGS

\$2.1M

ESTIMATED DIRECT  
SPEND GENERATED

4,689

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

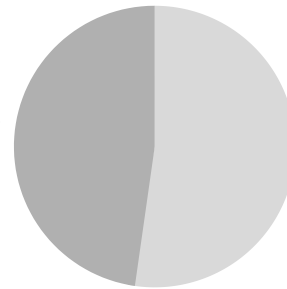
20

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▼ -17%  
FYTD VS. FY 22

▲ 43%  
FYTD VS. FY 21

48%  
MEETINGS &  
CONVENTIONS



52%  
SPORTING  
EVENTS

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### JULY:

- 19-21: COUNCIL OF ENGINEERING & SCIENTIFIC SOCIETY EXECUTIVES - RICHMOND, VA
- 19-21: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - TORONTO, CAN

### AUGUST:

- 6-9: U.S. TRAVEL EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS - GRAND RAPIDS, MI
- 8-10: CONNECT MARKETPLACE: ASSOCIATION, SPECIALITY AND SPORTS - DETROIT, MI
- 10-12: HOTEL DATA CONFERENCE - NASHVILLE, TN
- 20-23: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - NASHVILLE, TN

### SEPTEMBER:

- 7: DESTINATION CELEBRATION - MINNEAPOLIS, MN
- 8-10: PROFESSIONAL FRATERNITY ASSOCIATION - KALAMAZOO, MI
- 19-21: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORT - SPOKANE, WA

### OCTOBER:

- 3-5: CONNECT FAITH - LITTLE ROCK, AR
- 6: DESTINATION CELEBRATION - INDY - INDIANAPOLIS, ID
- 10-13: IMEX AMERICA- LAS VEGAS, NV
- 24-27: TEAMS - OKLAHOMA CITY, OK

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# SALES, SERVICES & SPORTS (CONT.)

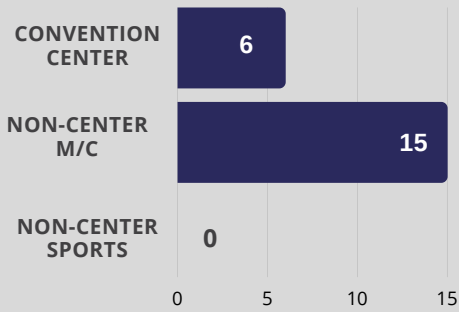
## LOST BUSINESS

**21**  
TOTAL LOST  
EVENTS

**19,314**  
LOST ROOM  
NIGHTS

**9,846**  
LOST ATTENDEES

**\$8.4M**  
LOST EST. DIRECT  
SPEND

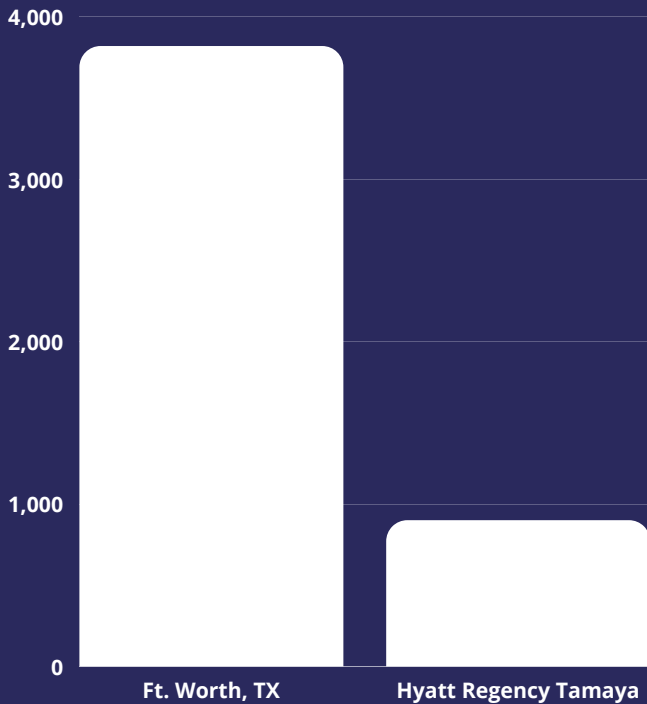


### Reoccurring Convention Center Lost Business Reasons FYTD

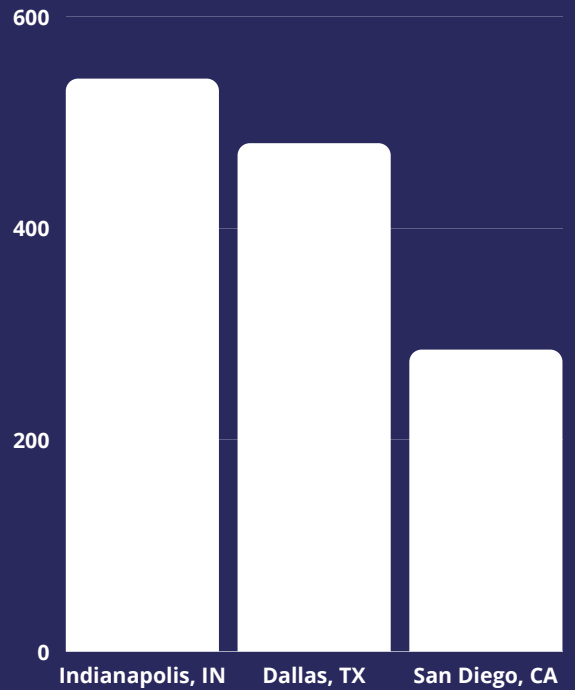
% of Room Nights Lost

Other Location(s) Preferred	54%
Geographic Proximity	20%
Insufficient Local Infrastructure	15%
Local, But Non-Albuquerque Site Selected	5%

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



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



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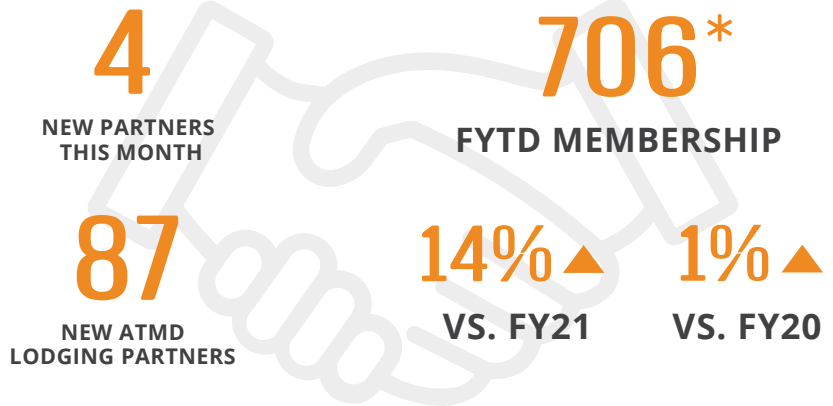
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# PARTNER DEVELOPMENT

## Visit Albuquerque Welcomes New ATMD Partners

July brought the implementation of the Albuquerque Tourism Marketing District and collection of the 2% Tourism Marketing Benefit Fee. We welcomed many new lodging properties that are new Visit Albuquerque Partners this July as a result of the establishment of the ATMD. Partner development reporting will reflect this increased number of partners and dues revenue starting in FY23.

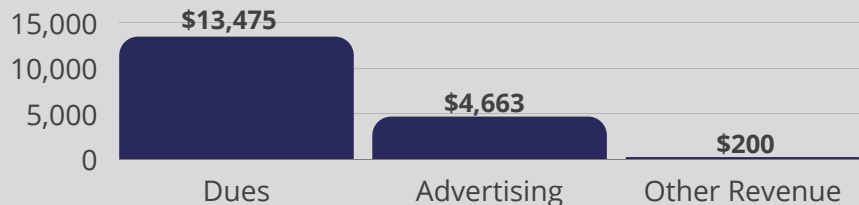


## FYTD PARTNER REVENUE OVERVIEW

**\$18,338**  
FYTD REVENUE

**-53% ▼** **151% ▲**  
VS. FY22 VS. FY21

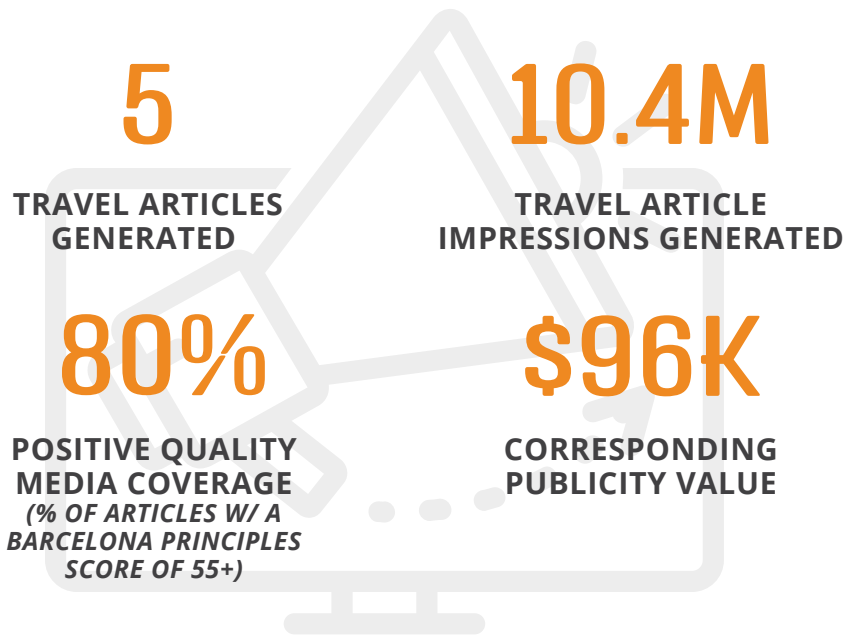
FYTD Revenue by Category



## UPCOMING PARTNER EVENTS

- ACE Training scheduled for August 18, 2022.
- Visit Albuquerque Annual Meeting is September 13, 2022.
- ACE Training scheduled for September 15, 2022.

## JULY AT-A-GLANCE



## FEATURED ARTICLE



## FEATURED MEDIA EFFORTS\*

7/1: Made by Mother Nature - Sports Destination Management

7/6: Study ranks Albuquerque top ten city for recreation - KRQE

7/8: Tourism on the rebound in Albuquerque - at last - Albuquerque Journal

7/12: Where To Eat, Drink, Sleep, and Explore In Albuquerque, New Mexico - UPROXX

7/14: Film and TV industry set New Mexico spending record - KOAT

7/17: The Roasty, Smoky, Spicy, Past, Present, and Future of Southwestern Cuisine - Plate

7/20: Albuquerque, New Mexico - the Historic Town Full of Nightlife and Nature - Texas Lifestyle

7/21: This Unexpected Vacation Trend Makes for a Game-changing Family Trip - Travel + Leisure

\*Color Key: Local Media, National Media

.VISIT.  
**ALBUQUERQUE**

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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

7/5: "Don't Miss the World's Largest Balloon Festival"

115,154  
LEISURE CONTACTS

31%

CLICK-TO-OPEN RATE

6%

7/29 "Explore the Country's Most Pet-Friendly City"

3,263  
LOCAL CONTACTS

42%

13%

### SOCIAL MEDIA FOLLOWERS BY PLATFORM

 136,495

 59,123

 47,052

 13,571\*

\*Started reporting Feb. 2022

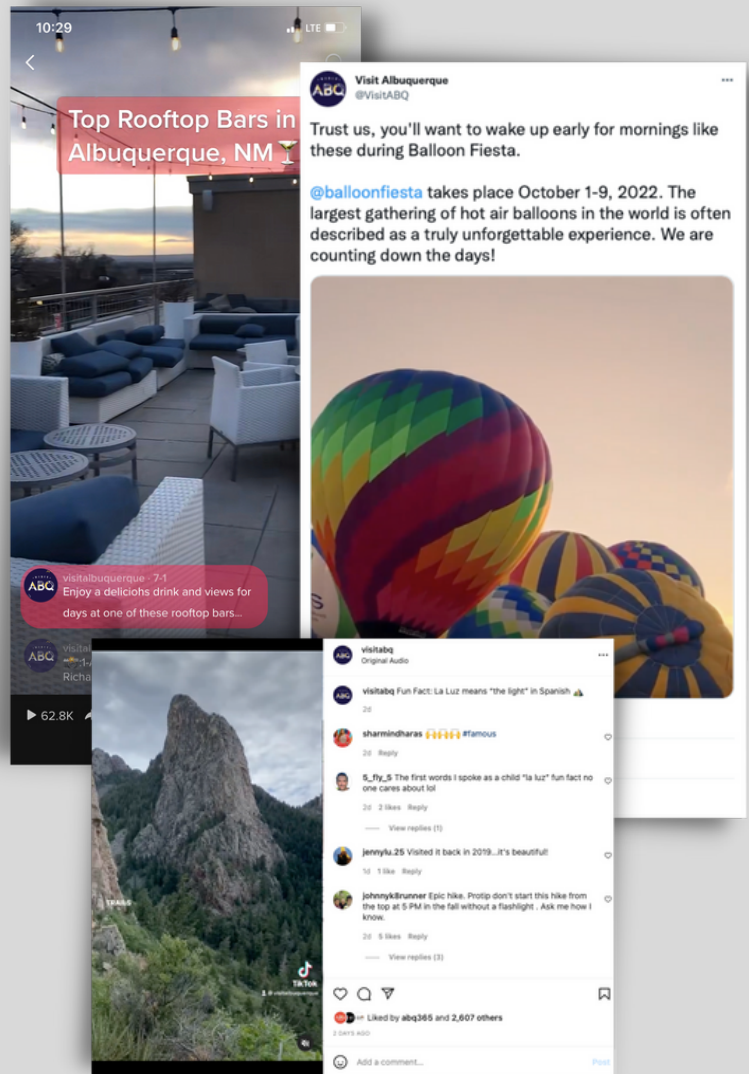
70,552

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

102

TOTAL SOCIAL MEDIA POSTS THIS MONTH

### HIGH ENGAGEMENT POSTS



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# JULY COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

**1** Visit Albuquerque welcomed new lodging partners with the start of the Albuquerque Tourism Marketing District.

**5** Brenna Moore hosted Brandon Hernandez of San Diego Beer News for a media tour.

**6** Visit Albuquerque sponsored and staff attended the GAHLA Top Golf Event.

**13** Visit Albuquerque board and staff leadership attended Economic FORUM for a panel discussion by, Dr. Garnett Stokes, UNM President; Tracy Hartzler, CNM President; Scott Elder, APS Superintendent; & Doug Brown, UNM Board of Regents Chair.

**14**

- Tania Armenta attended the New Mexico Hospitality Association Executive Committee Meeting.
- Tania Armenta attended an ASM Global Meeting.

**18** Tania Armenta attended the Destinations International Leadership Reception.

**21** Tania Armenta was a featured speaker on the panel about funding at Destinations International.

**23** Visit Albuquerque board and staff leadership attended Economic FORUM for a presentation by, Danielle Casey, AREA President & CEO, Building a Nationally Competitive Regional Economy

**28** Visit Albuquerque staff presented at the Lodgers' Tax Advisory Board Meeting.

## Events Hosted by Visit Albuquerque

7/19: Visit Albuquerque Executive Committee Meeting



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