

# July 2023 Destination Dashboard

## LODGERS' TAX COLLECTIONS

▲ 8%

VS. JUNE 2022

▲ 31%

VS. JUNE 2021

▲ 11%

VS. FYTD 22

▲ 104%

VS. FYTD 21

## AVERAGE HOTEL OCCUPANCY

▲ 3%

VS. JUNE 2022

▲ 1%

VS. JUNE 2021

▼ <1%

VS. CYTD 2022

▲ 10%

VS. CYTD 2021

## AVERAGE DAILY RATE

▲ 3%

VS. JUNE 2022

▲ 29%

VS. JUNE 2021

▲ 7%

VS. CYTD 2022

▲ 44%

VS. CYTD 2021

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 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

73%

COMP. SET AVERAGE

70%

U.S. AVERAGE

70%

0%

25%

50%

75%

Source: STR, Inc.

## JUNE 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$116.13

COMP. SET AVERAGE

\$137.89

U.S. AVERAGE

\$158.40

\$0

\$50

\$100

\$150

\$200

Source: STR, Inc.

# July 2023 Destination Dashboard

## JUNE 2023 - SUNPORT AIRLINE METRICS

**480,374**

**TOTAL PASSENGERS**

▲ **15%**

VS. JUNE 2022  
TOTAL PASSENGERS

▲ **39%**

VS. JUNE 2021  
TOTAL PASSENGERS



**TOTAL JUNE  
DEPLANED PASSENGERS**

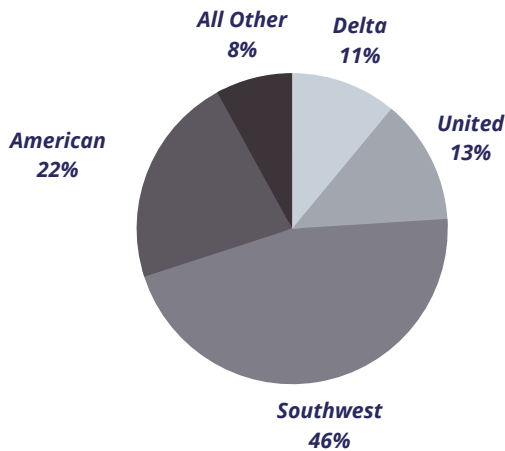
**240,538**

**TOTAL JUNE  
ENPLANED PASSENGERS**

**239,836**



## AIRLINES BY % OF MARKET SHARE



## 5-YR FYTD TOTAL PASSENGERS

FY19 **5,410,581**

FY20 **3,770,644**

FY21 **1,989,793**

FY22 **4,359,978**

FY23 **5,008,523**

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**46,600**

**TOTAL JUNE 2023 LEISURE &  
HOSPITALITY EMPLOYMENT**

▲ **4%**

VS. JUNE 2022

▲ **18%**

VS. JUNE 2021

**45.5K**  
JUNE 2019

**33K**  
JUNE 2020

**39.5K**  
JUNE 2021

**44.8K**  
JUNE 2022

**46.6K**  
JUNE 2023

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

Source: Bureau of Labor Statistics, Current Employment Statistics

# July 2023 Destination Dashboard

JULY BUSINESS OCCURRING	JUL '23	JUL '22	% CHANGE VS. JUL '22	% CHANGE VS. JUL '21
# OF MEETINGS/EVENTS	22	25	-12% ▼	69% ▲
ROOM NIGHTS	14,106	7,729	83% ▲	91% ▲
ATTENDANCE	12,066	8,773	38% ▲	8% ▲
DIRECT SPEND	\$7,028,220	\$3,600,584	95% ▲	106% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	-	-	0%	100% ▼
ROOM NIGHTS	-	-	0%	100% ▼
ATTENDANCE	-	-	0%	100% ▼
DIRECT SPEND	-	-	0%	100% ▼

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	2	17	-15% ▼	-23% ▼
ROOM NIGHTS	258	1,894	-59% ▼	-82% ▼
ATTENDANCE	170	4,105	-40% ▼	-53% ▼
DIRECT SPEND	\$121,979	\$885,915	-59% ▼	-78% ▼

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	15	1,636	
	SPORTING EVENTS	ROOM NIGHTS	
	3,935	\$763K	
	ATTENDEES	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 2023 Destination Dashboard

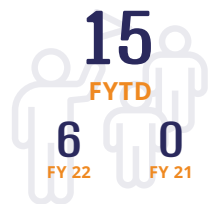
## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	17	20	-15% ▼	24	-29% ▼
FUTURE ROOM NIGHTS BOOKED	1,894	4,639	-59% ▼	10,358	-82% ▼
FUTURE ATTENDANCE BOOKED	4,105	6,845	-40% ▼	8,823	-53% ▼
FUTURE DIRECT SPEND	\$885,915	\$2,151,901	-59% ▼	\$4,092,828	-78% ▼

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS <sup>†</sup>	364,545,701	45,849,231	695% ▲	73,681,934	395% ▲
WEBSITE USER SESSIONS	230,976	213,516	7% ▲	260,595	12% ▲
SOCIAL MEDIA FOLLOWERS	293,928	258,581	14% ▲	222,193	32% ▲
VISITOR GUIDE FULFILLMENT	675	1,712	-61% ▼	2,250	-108% ▼
VISITOR CENTER TRAFFIC	7,754	7,093	9% ▲	8,824	-12% ▼
EARNED MEDIA TRAVEL ARTICLES <sup>‡</sup>	12	5	160% ▲	3	333% ▲
EARNED MEDIA CIRCULATION REACH	43,729,316	10,474,171	317% ▲	5,401,418	710% ▲
EARNED MEDIA PUBLICITY VALUE	\$425,624	\$96,877	47% ▲	\$59,768	612% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	3	4	-25%	2	50%
MARKETING	4	1	300%	1	300%

### ACE TRAINEES



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

\*\*Data reported is quarterly.

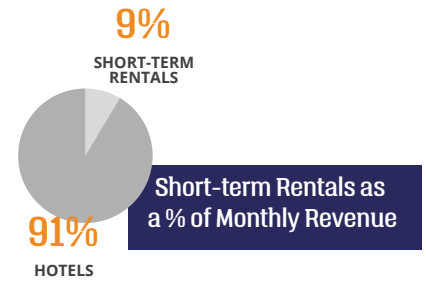
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

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

# July 2023 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Jun. '23	Jun. '22 TOTAL	% CHG
TOTAL REVENUE	\$1,645,785	\$1,526,834	8% ▲
SHORT-TERM RENTALS (STR)**	\$155,229	\$125,803	23% ▲
REVENUE MINUS STR	\$1,490,555	\$1,401,031	6% ▲

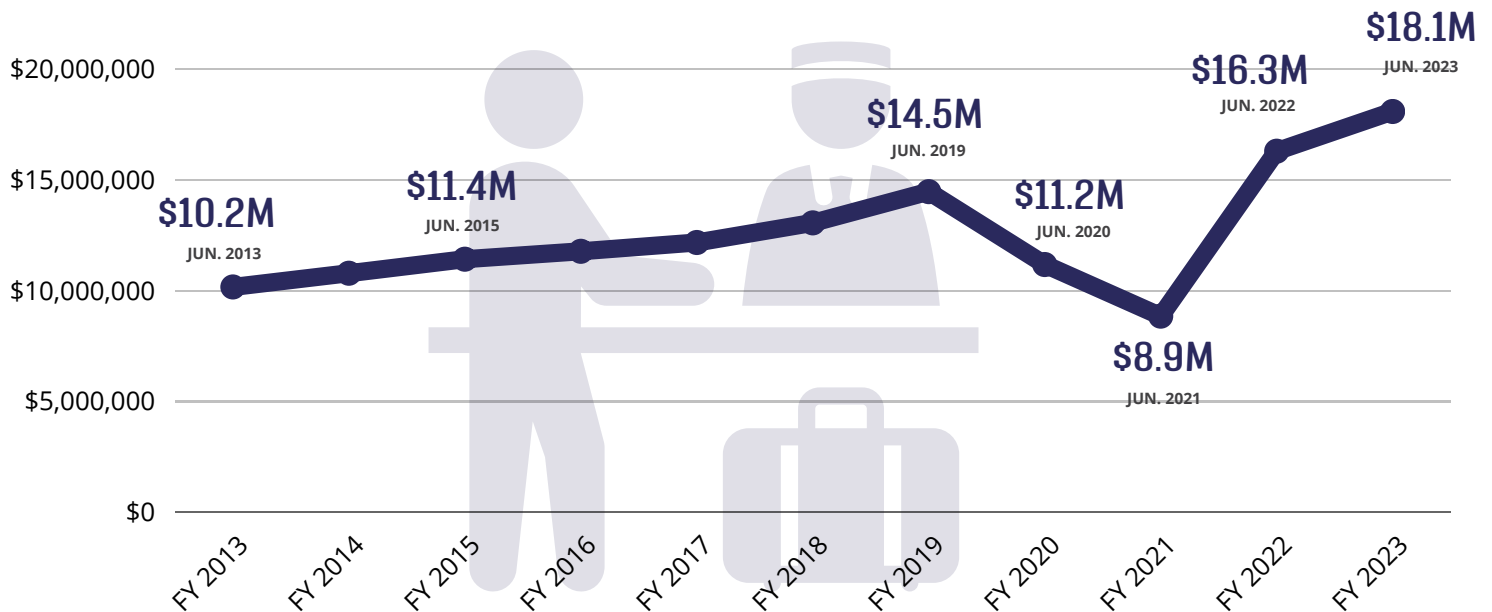


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22 TOTAL	% CHG	FYTD vs. FYTD 21 TOTAL	% CHG
TOTAL REVENUE	\$18,094,805	\$16,301,403	11% ▲	\$8,851,216	104% ▲
SHORT-TERM RENTALS (STR)**	\$1,643,756	\$1,296,260	27% ▲	\$695,866	136% ▲
REVENUE MINUS STR	\$16,451,050	\$15,005,144	10% ▲	\$8,155,350	102% ▲

\*Value rounded up to nearest dollar.

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

## LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



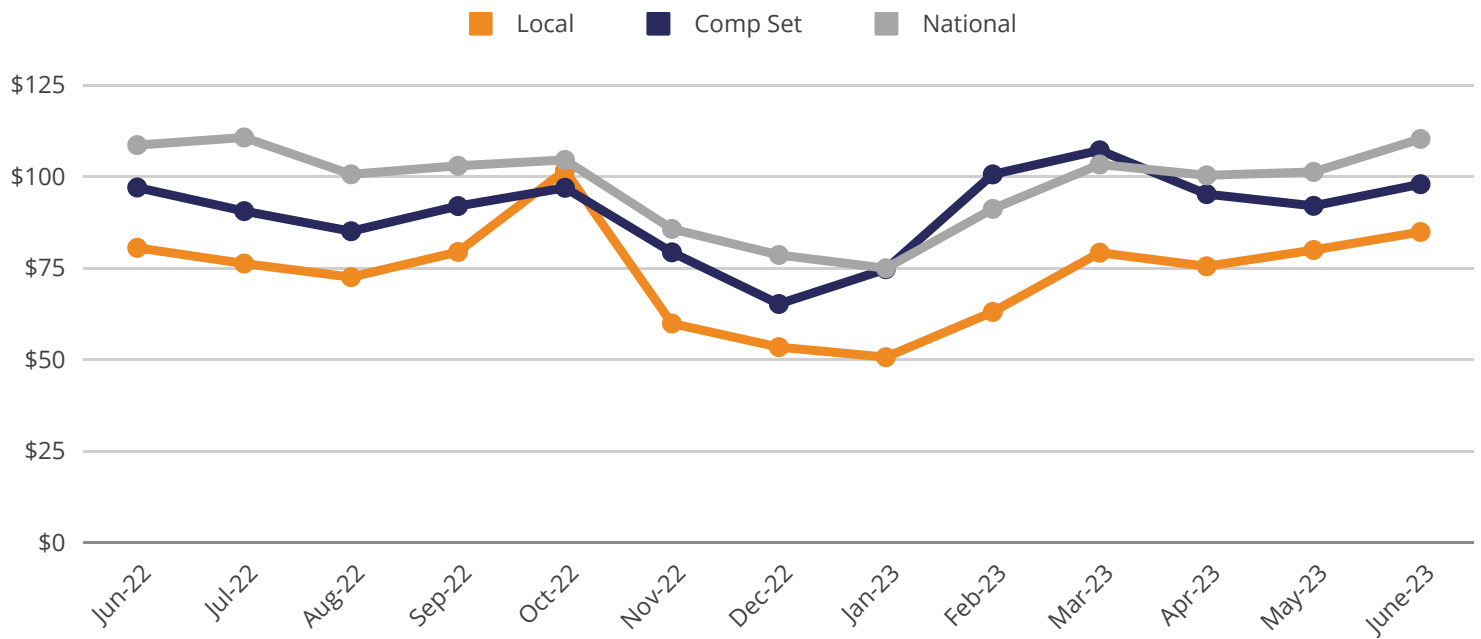


# STR, INC. LODGING INDUSTRY REPORT - JUNE 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	65%	<1% ▼	\$110.99	7% ▲	\$72.22	7% ▲
COMP SET*	66%	3% ▲	\$141.55	7% ▲	\$94.32	10% ▲
UNITED STATES	63%	2% ▲	\$154.45	6% ▲	\$97.08	9% ▲

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

## REVPAR: JUNE 2022 - JUNE 2023



## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	50%	5% ▲	\$160.04	7% ▲	\$80.72	12% ▲
UPTOWN	66%	13% ▲	\$131.87	7% ▲	\$86.54	21% ▲
AIRPORT	71%	6% ▲	\$114.84	4% ▲	\$81.89	11% ▲
NORTH I-25 CORRIDOR	67%	12% ▲	\$134.78	7% ▲	\$90.00	20% ▲

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Source: STR, Inc.

# SALES, SERVICES & SPORTS - JULY 2023

17

MONTH'S TOTAL  
EVENT BOOKINGS

\$886K

ESTIMATED DIRECT  
SPEND GENERATED

1,894

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

17

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▼ -15%

FYTD VS. FYTD 22

▼ -29%

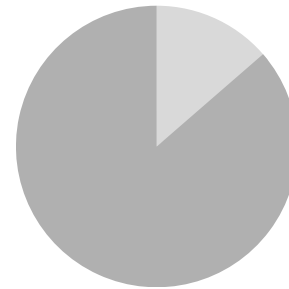
FYTD VS. FYTD 21

86%

SPORTING  
EVENTS

14%

MEETINGS &  
CONVENTIONS



MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### JULY:

- 9-11: SATW WESTERN CHAPTER MEETING - OKLAHOMA CITY, OK
- 11-13: COUNCIL OF ENGINEERING AND SCIENTIFIC SOCIETY EXECUTIVES CEO MEETING - DETROIT, MI
- 18-21: DESTINATIONS INTERNATIONAL ANNUAL CONFERENCE - DALLAS, TX
- 24-27: CVENT CONNECT - LAS VEGAS

### AUGUST:

- 5-9: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - ATLANTA, GA
- 19-22: ESTO - SAVANNAH, GA
- 22-24: CONNECT MARKETPLACE - MINNEAPOLIS, MN

### SEPTEMBER:

- 2-4: LABOR DAY LIFTOFF - COLORADO SPRINGS, CO
- 7-9: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL CONVENTION - ALBUQUERQUE, NM
- 11-13: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORTS (ACES) - GRAND RAPIDS, MI
- 27: VISIT ALBUQUERQUE ANNUAL MEETING - ALBUQUERQUE, NM

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# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

11

TOTAL LOST  
EVENTS

5,256

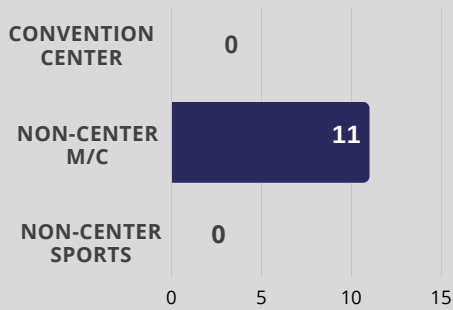
LOST ROOM  
NIGHTS

2,060

LOST ATTENDEES

\$1.7M

LOST EST. DIRECT  
SPEND

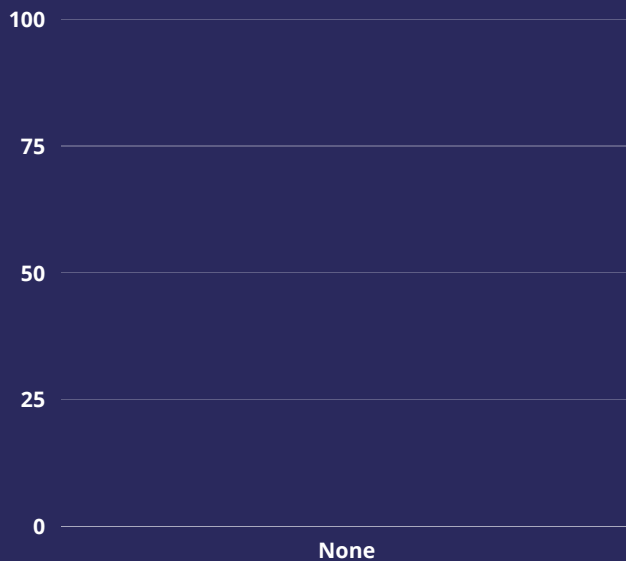


### Top 4 Convention Center Lost Business Reasons FYTD

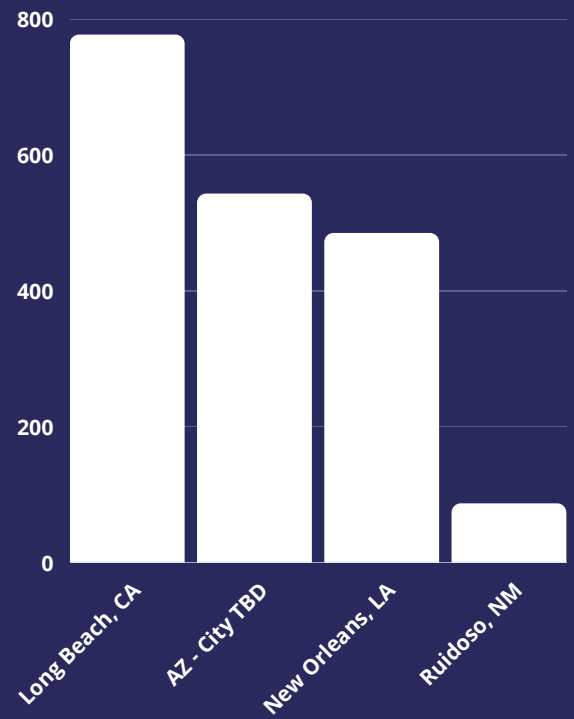
% of Room Nights Lost

Other Location(s) Preferred	45%
Dates/ Space Availability	44%
Unable to Submit RFP Response	10%
Event Redesigned/Restructured	1%

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



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



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# PARTNER DEVELOPMENT - JULY 2023

## ACTIVE PARTNERS BY CATEGORY

601

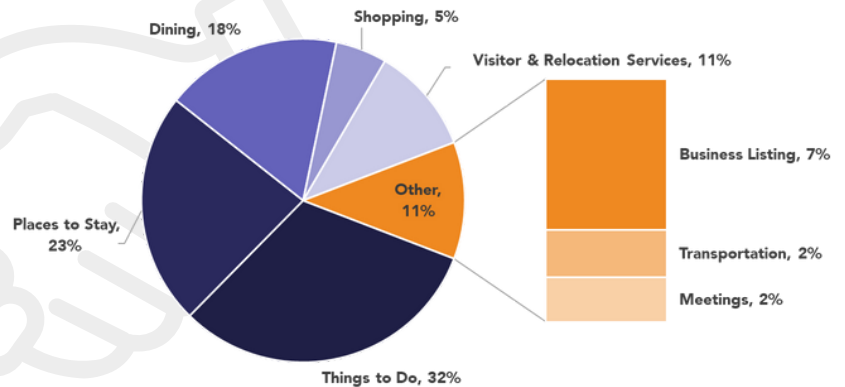
FYTD PARTNERSHIP

-15%▼

VS. FY23

-3%▼

VS. FY22



## FYTD PARTNER REVENUE OVERVIEW

\$35,732

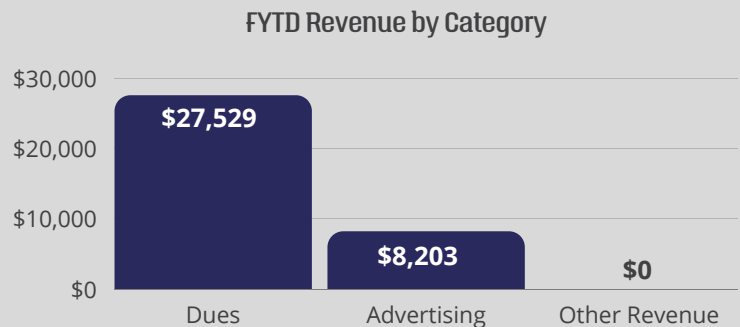
FYTD REVENUE

69%▲

VS. FY23

-9%▲

VS. FY22



## JULY PARTNER EVENTS

ACE Training at Embassy Suites

15  
ATTENDEES

New Partner Orientation at Visit  
Albuquerque

2  
ATTENDEES

## NEW PARTNER CORNER:

- Isleta Amphitheater
- Salsa Saint
- Urbanmama505



## UPCOMING PARTNER EVENTS

- ACE Training, September 7, 2023, at Sandia Resort and Casino.
- New Partner Orientation, September 20, 2023, at Visit Albuquerque.
- Visit Albuquerque Annual Meeting, September 27, 2023, at the Albuquerque Convention Center.

# MARKETING, COMMUNICATIONS & TOURISM

## JULY AT-A-GLANCE

13

TRAVEL ARTICLES  
GENERATED

43.7M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$425K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE



## FEATURED MEDIA EFFORTS\*

7/03: Looking to set jet? Visit these TV and movie sets on your next vacation. - TimeOut

7/03: Turn up the heat: List of spicy foods to try in Albuquerque this summer - KRQE

7/05: Visit Albuquerque highlights July events in Albuquerque - KRQE

7/14: 10 ways to celebrate New Mexico's piñon trees. - AAA Explorer

7/18: List of 'Best Rooftop Bars' in Albuquerque - KRQE

7/20: The 12 Best U.S. Cities to Visit for Wine Lovers - BestLife

7/24: 13 Beautiful—and Free—Elopement Locations for a Sweet Ceremony - BRIDES

7/24: Deepen your "Oppenheimer" Experience with a Trip to Albuquerque - Drift Travel

7/24: 16 Best Places to Stay on Route 66 - Trips to Discover

7/26: In the Land of Enchantment, Lies Albuquerque, Full of Surprises - Our Town (Print only)

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

07/06: "Find Your Summer Fun in Albuquerque"

112,439  
LEISURE CONTACTS

OPEN RATE

33%

CLICK-TO-OPEN RATE

4%

07/28 "See a One-of-a Kind Astronomical Event in Albuquerque"

3,257  
LOCAL CONTACTS

44%

12%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM



132,931



63,822



34,105



63,070\*

\*All other social media platform include, Twitter/X, LinkedIn, YouTube.

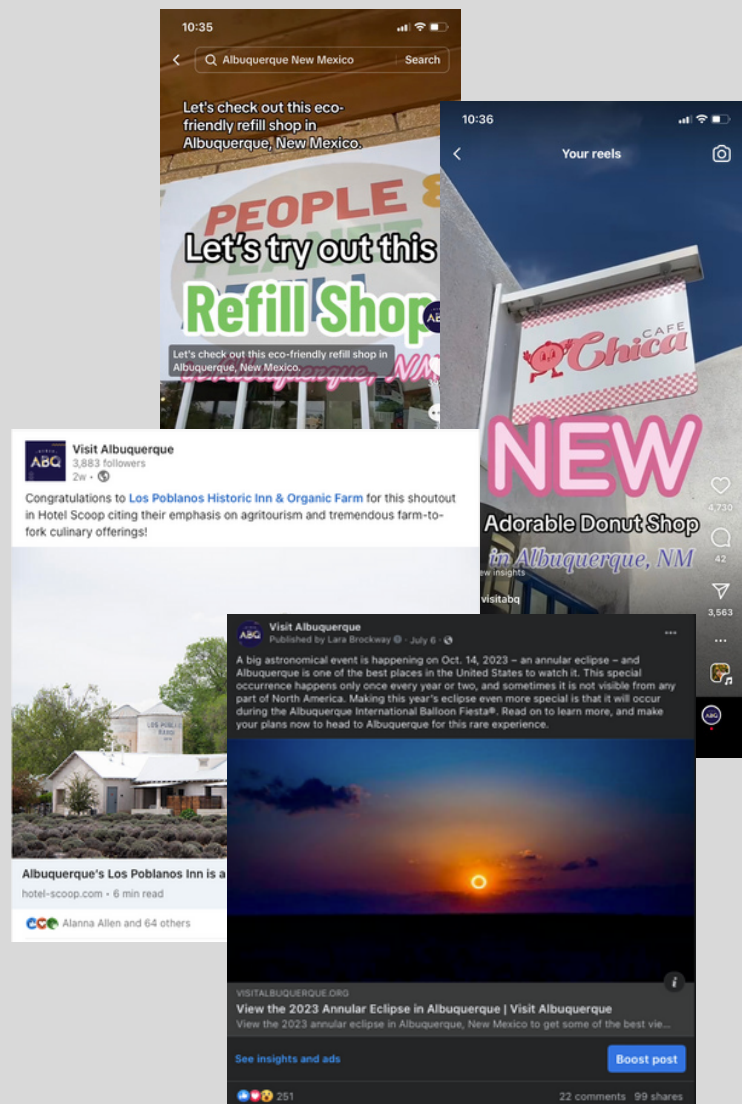
108,681

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

90

TOTAL SOCIAL MEDIA POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS – JULY

7/10: Mike Canfield and Tania Armenta were interviewed by TJ Trout of KKOB-AM Radio regarding tourism and convention business.

7/13: Mara Saubers participated in a Downtown Public Safety ECHO call.

7/13: Tania Armenta was interviewed by KOAT regarding the new Visit Albuquerque designed CABQ bus wraps.

7/13: Liz Burnam, Brenna Moore and Lara Brockway hosted a Visit Albuquerque Volunteer Appreciation Luncheon at Casa Flamenca.

7/14: Rachel Howard hosted a merchant webinar for a new software ticketing system to be deployed at the Visitor Information Centers and on VisitABQ.org.

7/18: Visit Albuquerque staff participated in Sunderland/United Friendly welcome event at Sawmill Market.

7/20: Scott Craighead, Angie Jepsen and Angela Gandy attended the Los Altos Park grand reopening.

7/24: Tania Armenta, Brenna Moore and Marisol Lucero hosted a meeting with the City of Albuquerque Aviation Department.

7/25: Visit Albuquerque staff participated in the Tucanos Brazilian Grill grand reopening.

7/27: Brenna Moore attended a planning meeting for the Route 66 Centennial MainStreet Communities.

7/28: Tania Armenta, Brenna Moore, and Alisha Zierden attended the Grand Opening for Rainwater Wellness.

## Events Hosted by Visit Albuquerque

7/10: Social Media Training for Partners

7/11: Visit Albuquerque Executive Committee Meeting

7/25: Visit Albuquerque Board Meeting