

DESTINATION DASHBOARD

JUNE 2019

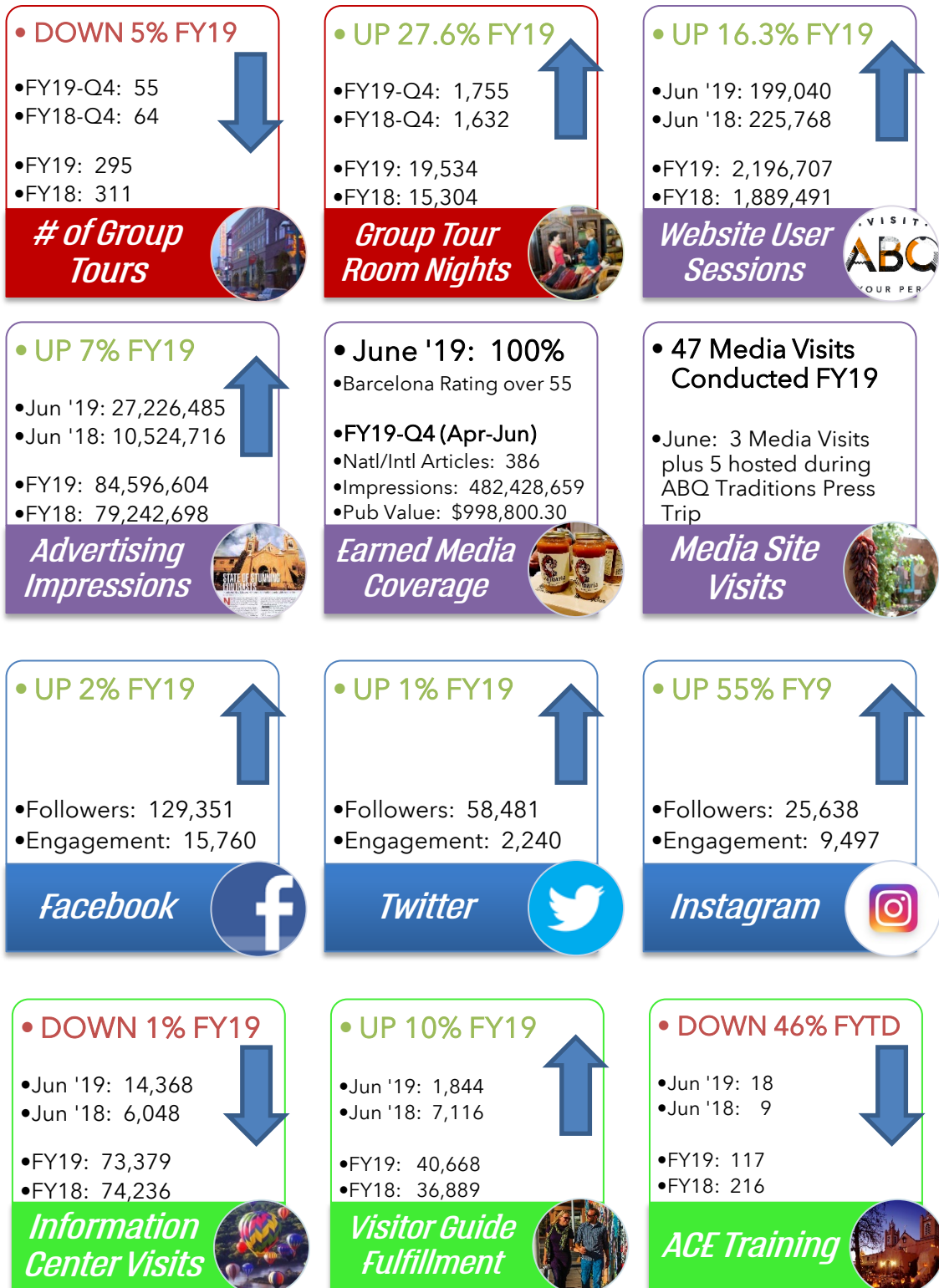
Fiscal Year July 1 – June 30



DESTINATION DASHBOARD

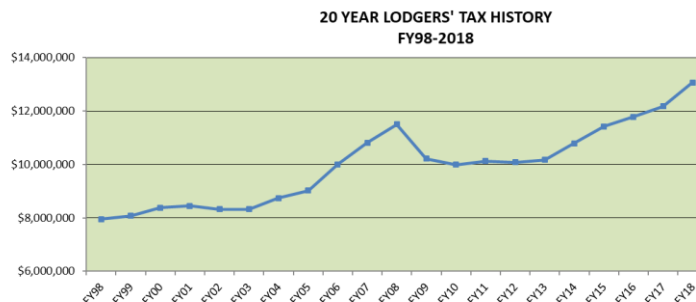
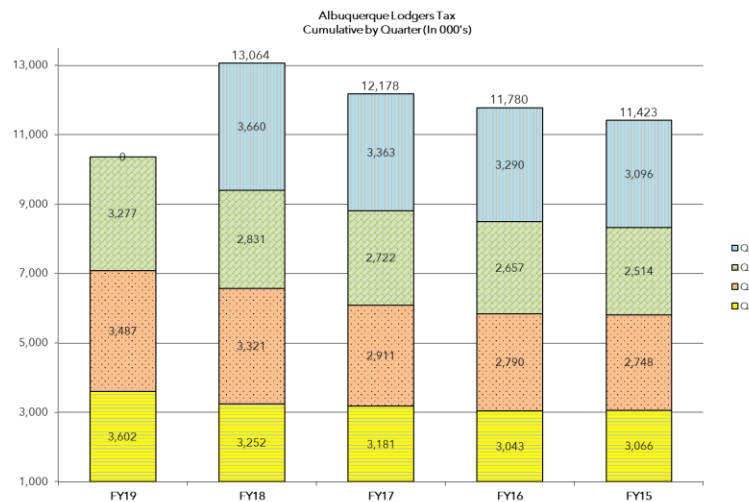
JUNE 2019

Fiscal Year July 1 – June 30



PRESIDENT'S REPORT JUNE 2019

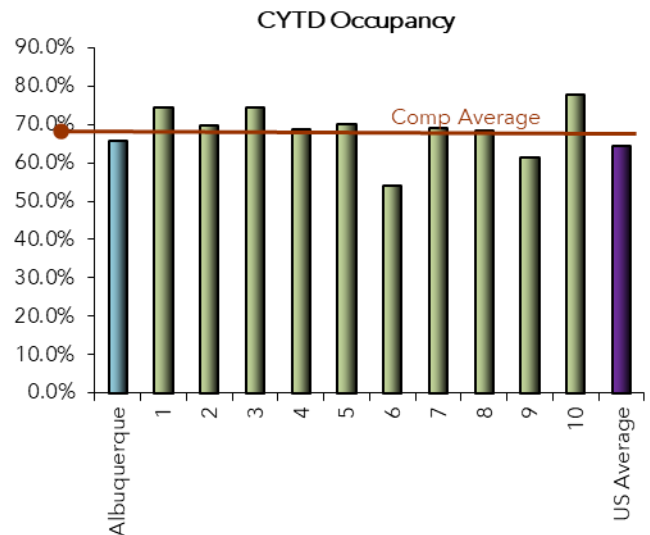
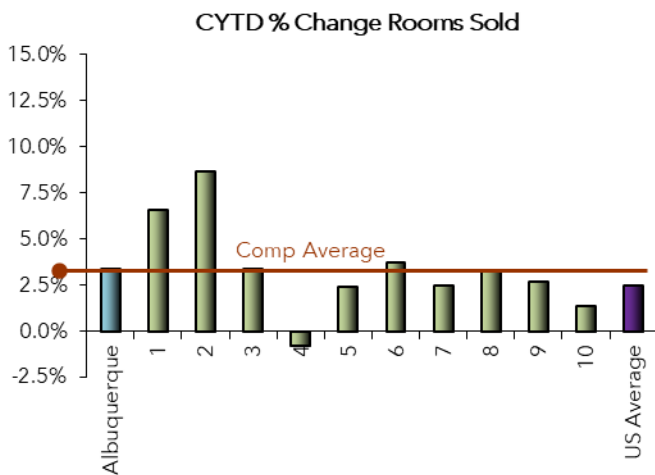
5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Apr '19	Apr '18	% Ch from Apr '18	FYTD	PYTD	FY % Ch
\$1,232,612.99	\$1,105,368.60	11.5%	\$11,082,419.13	\$10,234,109.70	8.3%
Monthly Comparison Airbnb					
Apr '19	Apr '18	% Ch from Apr '18	FYTD	PYTD	FY % Ch
\$46,076.86	\$31,252.50	47.4%	\$407,322.19	\$173,450.64	134.8%
Monthly Comparison Total Revenue excluding Airbnb					
Apr '19	Apr '18	% Ch from Apr '18	FYTD	PYTD	FY % Ch
\$1,233,291.36	\$1,154,611.82	6.8%	\$11,238,654.62	\$10,416,764.65	7.9%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Apr '19	Apr '18	% Ch from Apr '18	FYTD	PYTD	FY % Ch
\$1,279,368.22	\$1,185,864.32	7.9%	\$11,645,976.81	\$10,590,215.29	10.0%



STR, INC.

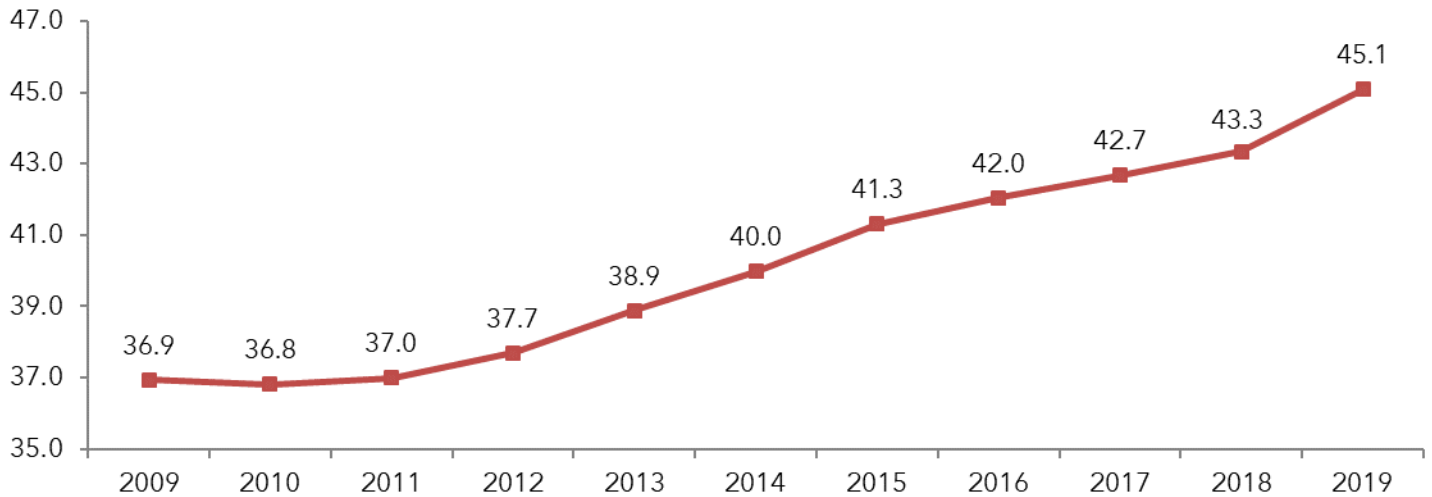
Lodging Industry Report												
May 2019							Calendar Year to Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	72.7%	5.2%	\$87.41	3.8%	9.2%	3.4%	65.7%	4.3%	\$85.73	4.8%	9.3%	3.4%
Markets												
1	74.7%	0.2%	\$147.27	3.5%	3.8%	4.5%	74.3%	2.6%	\$151.61	1.9%	4.5%	6.6%
2	77.3%	3.6%	\$133.15	3.3%	7.0%	11.6%	69.7%	1.2%	\$126.34	2.8%	3.9%	8.7%
3	64.8%	2.9%	\$112.04	1.8%	4.7%	3.5%	74.4%	3.5%	\$130.68	2.4%	5.9%	3.4%
4	71.9%	-1.3%	\$108.54	0.9%	-0.4%	0.6%	68.9%	-2.5%	\$111.37	0.9%	-1.7%	-0.8%
5	71.2%	-0.7%	\$90.58	-3.9%	-4.6%	1.4%	70.2%	2.0%	\$91.08	0.1%	2.1%	2.4%
6	59.1%	7.2%	\$82.68	1.5%	8.8%	7.2%	54.2%	3.5%	\$82.52	1.0%	4.5%	3.7%
7	71.6%	-2.7%	\$112.38	0.3%	-2.4%	1.4%	69.2%	-1.2%	\$114.50	2.0%	0.8%	2.5%
8	74.6%	1.1%	\$138.03	2.6%	3.8%	5.4%	68.5%	-1.4%	\$127.30	0.7%	-0.6%	3.3%
9	66.5%	-0.3%	\$88.06	2.1%	1.8%	3.8%	61.3%	-1.9%	\$83.91	-0.9%	-2.8%	2.7%
10	68.8%	2.4%	\$121.16	2.9%	5.4%	2.9%	77.7%	0.9%	\$160.24	3.1%	4.1%	1.4%
Comp Average	70.3%	1.6%	\$111.03	1.7%	3.4%	4.2%	68.6%	1.0%	\$115.03	1.7%	2.7%	3.4%
US Average	68.7%	0.9%	\$132.43	1.6%	2.5%	2.9%	64.4%	0.4%	\$130.42	1.2%	1.6%	2.5%

Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	78.3%	6.7%	\$122.26	0.4%	7.2%	6.7%	73.0%	6.2%	\$124.30	5.0%	11.5%	6.2%
Uptown	77.6%	3.0%	\$106.70	5.3%	8.5%	3.0%	69.3%	5.2%	\$106.77	4.8%	10.2%	5.2%
Airport	83.6%	-0.1%	\$100.50	7.8%	7.7%	-0.1%	77.5%	2.5%	\$99.33	9.4%	12.1%	2.5%
N Corridor	72.1%	7.8%	\$105.81	2.9%	10.9%	7.8%	67.3%	2.7%	\$105.64	6.4%	9.3%	2.7%



Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January - May (In Thousands)

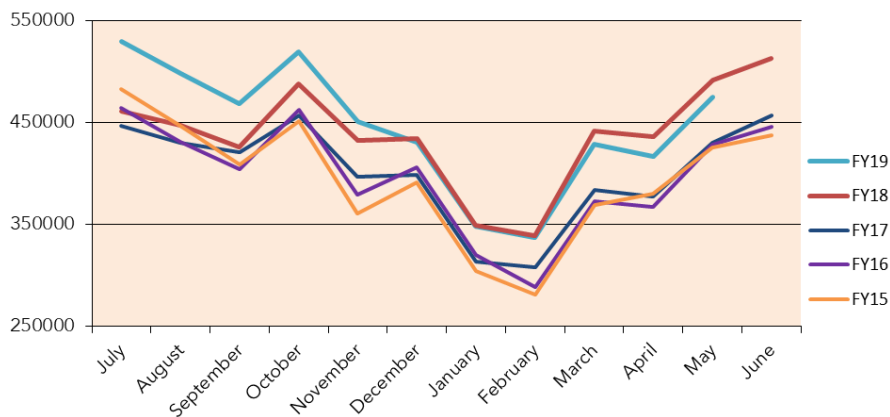


Source: Bureau of Labor Statistics

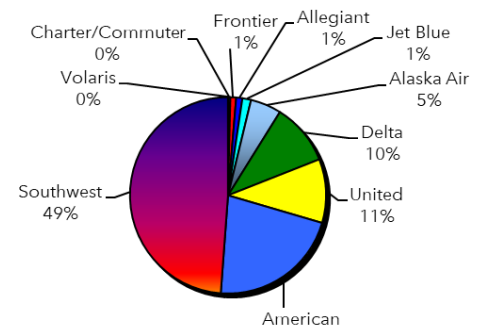
Albuquerque International Sunport Activity

Aviation Passengers						
	May '19	May '18	% Ch from May '18	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	242,829	250,725	-3.1%	2,461,025	2,377,079	3.5%
Total Deplaned Passengers	231,893	240,686	-3.7%	2,442,153	2,368,733	3.1%
Total All Passengers	474,722	491,411	-3.4%	4,903,178	4,745,812	3.3%

Total Passengers by Fiscal Year

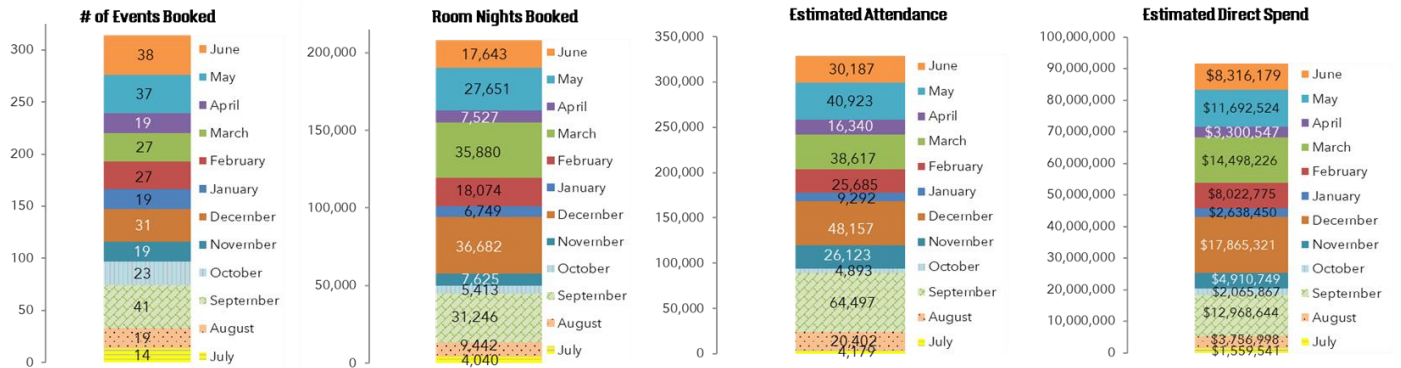


May 2019 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

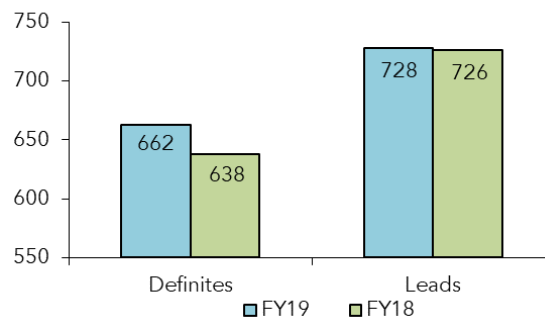


June					FY19			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	38	17,643	30,187	\$8,316,179	314	207,972	329,295	\$91,595,821
New Citywides	2	2,631	3,386	\$1,351,163	20	41,166	42,608	\$18,580,218
Total Citywides	7	7,691	13,161	\$3,277,668	60	126,249	190,996	\$54,100,436
Total Non-Citywides	31	9,952	17,026	\$5,038,511	254	81,723	138,299	\$37,495,385

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	17	7,501	12,311	\$4,077,301	158	61,025	67,301	\$29,324,090
New Citywides	-	-	-	\$0	5	10,693	4,800	\$5,240,692
Total Citywides	-	-	-	\$0	6	11,183	5,800	\$5,542,939
Non-Citywides	17	7,501	12,311	\$4,077,301	152	49,842	61,501	\$23,781,151

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	21	10,142	17,876	\$4,238,878	156	146,947	261,994	\$62,271,731
New Citywides	2	2,631	3,386	\$1,351,163	15	30,473	37,808	\$13,339,526
Total Citywides	7	7,691	13,161	\$3,277,668	54	115,066	185,196	\$48,557,497
Non-Citywides	14	2,451	4,715	\$961,210	102	31,881	76,798	\$13,714,234

Average Room Nights per Group

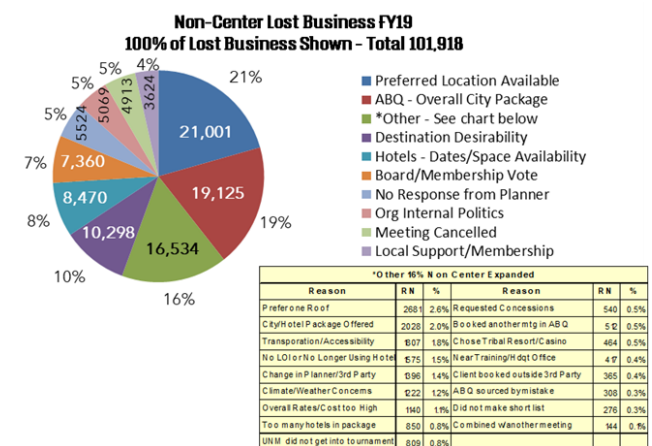
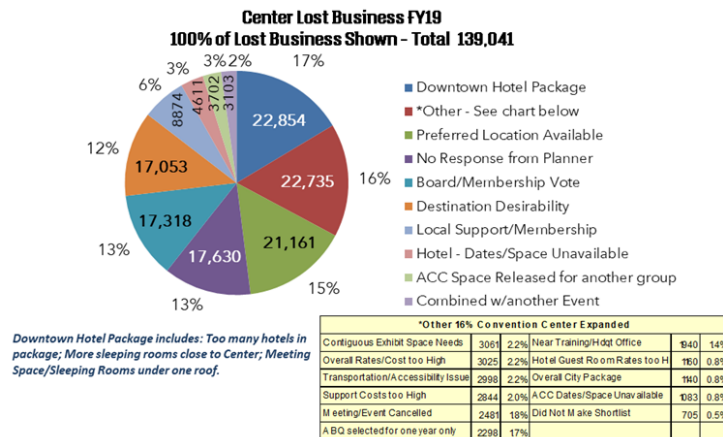


Current Tentatives							
Room Nights			We are projecting to turn the following room nights in:				
			Jul	Aug	Sep	% of Total	
Center M/C		66,649	5,548	2,205	0	11.6%	
Center Sports		1,857	0	1,857	0	100.0%	
NC Mtgs/Conv		36,790	1,555	1,133	1,872	12.4%	
NC Sports		20,109	40	774	0	4.0%	
Total		125,405	7,143	5,969	1,872	11.9%	

CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	June '19	June '18	% Ch	FY19	FY18	% Ch
Number of Leads	40	58	-31.0%	591	619	-4.5%
Total Potential Room Nights	22,782	36,615	-37.8%	429,976	449,484	-4.3%
Total Attendance	16,831	28,558	-41.1%	458,787	459,385	-0.1%



Lost Business	June				FY19			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	21	11,973	6,375	\$6,453,318	287	240,959	136,337	\$116,204,101
Convention Center	7	7,950	4,475	\$5,132,086	75	139,041	71,472	\$75,112,774
Non-Center Mtgs/Conv	14	4,023	1,900	\$1,321,232	199	73,438	36,870	\$25,911,213
Non-Center Sports	-	-	-	\$0	13	28,480	27,995	\$15,180,114

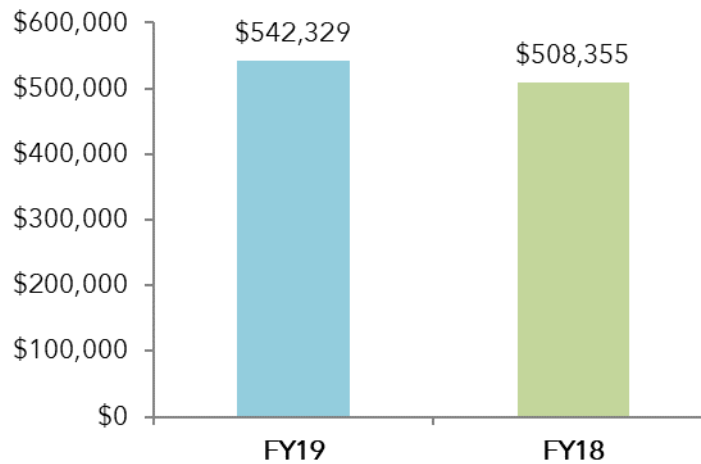
Top 5 Destinations Chosen over ABQ											
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports			
June		FY19		June		FY19		June		FY19	
Las Vegas	1,340	Salt Lake City	12,055	Greenville, SC	1,045	San Diego	5,543	None		Tampa	9,509
Kansas City	1,200	Las Vegas	7,336	Portland	310	Portland	4,414			Phoenix	3,964
Tucson	737	San Diego	5,967	Memphis	310	Chicago	3,382			Denver	809
Boston	480	Phoenix	5,791	Santa Fe	156	San Antonio	2,692			Pennsylvania	449
Phoenix	165	Orlando	4,902	To Be Determined	1,797	Salt Lake City	2,617			TBD	9,509

Business Occurring						
	June '19	June '18	% Ch	FY19	FY18	% Ch
Number of Meetings	39	42	-7.1%	340	336	1.2%
Room Nights	37,344	16,046	132.7%	237,323	188,147	26.1%
Attendance	60,371	33,883	78.2%	335,526	307,064	9.3%
Direct Spending	\$25,229,364	\$7,179,633	251.4%	\$108,951,992	\$80,646,004	35.1%

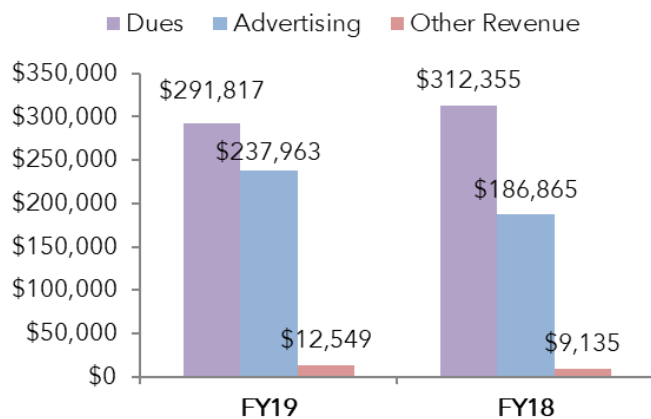
PARTNER DEVELOPMENT



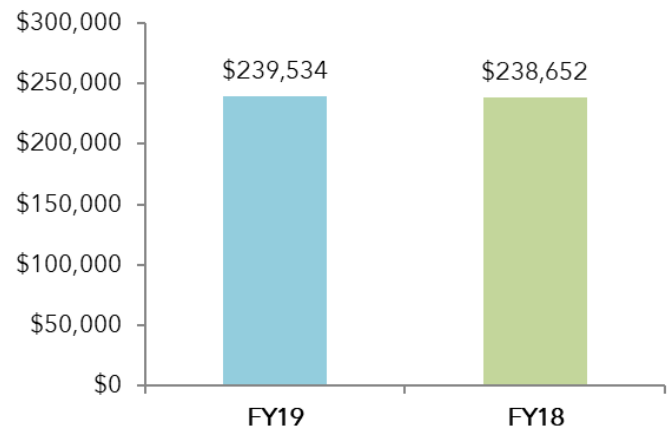
Total Private Revenue



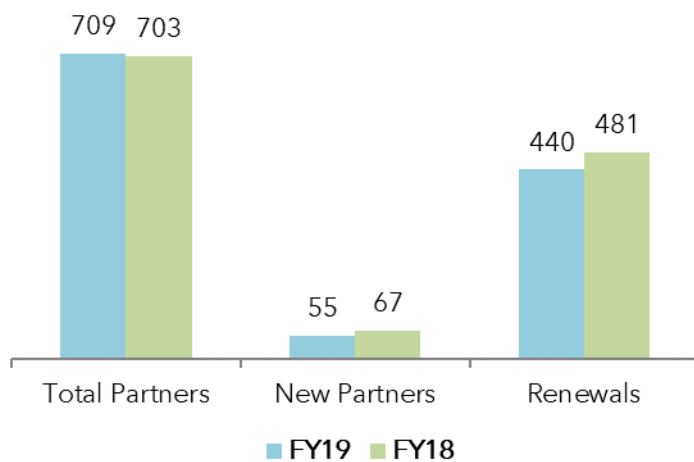
Private Revenue



In-Kind



Partners



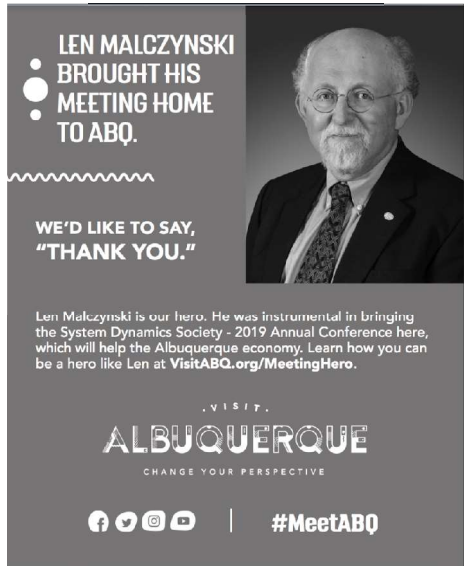
June Visit Albuquerque Partner Events:

Jun 17: ACE Class at New Mexico Museum of Natural History & Science, 18 attendees
 Jun 19: Partner Orientation, 8 attendees
 Jun 26: Quarterly Meeting at The Event Center at Sandia Golf Club, 250 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	↑	YOY	FYTD	PYTD	June 2019	June 2018
		7%	84,596,604	79,242,698	27,226,485	10,524,716

CONVENTION



Albuquerque Journal
Business Outlook

Est. Circulation
61,144

PROJECTS

FY 20 Marketing Plan

National Senior Games

- Welcome Airport Display
- Booklet production

June Quarterly Meeting

- Postcards
- Podium wrap
- Foam core signs

Summer Campaign Banner Ads

Convention Banner Ads

Visitor Economy Snapshot



COLLATERAL/AD PRODUCTION

Kids Brochure

VG pick-up signs

Flyer for MPI giveaway

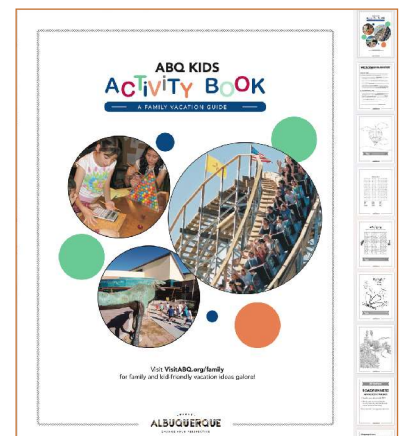
June KING enewsletter

Business Outlook

ACC Window Clings- generic

Sports Brochure

American Airlines August Ad



MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER
SESSIONS



YOY
16.26%

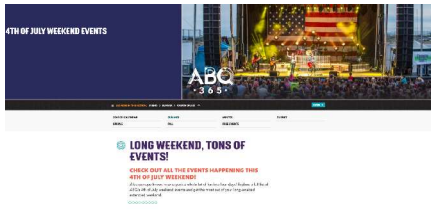
FYTD
2,196,707

PYTD
1,889,491

June 2019
199,040

June 2018
225,768

WEBSITE UPDATES



4th of July Landing Page

- Updated and finalized all summer campaign landing pages
- Updated content on film tourism pages
- Updated media mentions and rankings pages
- Created 4th of July events landing page
- Created ABQ Art Showcase event landing page
- Reworked language on media gallery entrance page and began drafting new media hub entry page
- Updated National Senior Games landing page as necessary

PPC ADVERTISING | MAIN CAMPAIGN

18,746

PHOTO REQUESTS

10

Note: We ran an incremental hotel campaign, in response to concerns about loss of business from the government shutdown. Total clicks with the incremental campaign: 26,887.

SOCIAL
IMPRESSIONS

FACEBOOK

TWITTER

INSTAGRAM

FOLLOWERS

129,351

ENGAGEMENT

15,760

FOLLOWERS

58,481

ENGAGEMENT

2,240

FOLLOWERS

25,638

ENGAGEMENT

9,497



	@VisitABQ			@ABQ365		
	June	May	April	June	May	April
TOTAL LIKES	129,351	128,592	128,770	11,597	11,539	11,509
NEW LIKES	759	0	201	58	382	352
ENGAGEMENT	15,760	10,041	6,635	1,921	824	2,852
ORGANIC	192,599	158,891	137,451	18,054	5,582	18,764
TOTAL POSTS	28	26	24	24	9	13



FOLLOWERS	58,481	58,399	58,343	3,965	3,928	3,893
NEW FOLLOWERS	82	56	97	37	84	49
ENGAGEMENT	2,240	1,567	1,639	369	139	206



FOLLOWERS	25,638	25,270	24,273	1,773	1,758	1,752
NEW FOLLOWERS	368	997	986	15	25	19
ENGAGEMENT	9,497	10,030	7,959	367	200	152



	TOTAL	ABQCVB	VisitABQ	ABQ 365
SUBSCRIBERS	692	246	425	21
# OF VIDEOS	236	61	152	23
TOTAL VIEWS	623,635	193,105	339,078	91,452
NEW VIDEOS	16	0	16	0
VIEWS/mo.	3,981	133	2,380	1,468

E-MARKETING

	@VisitABQ			ABQ 365 BLOG POSTS	
	SENT	OPEN	CLICK	THEME	DATE
6/5: "Reminder! You're invited Visit Albuquerque Quarterly Meeting Wednesday June 26"	1293 partner contacts	0.36	0.16	Events	6/5
6/6: "Take in the Sights and Sounds of Summer in ABQ"	127,993 leisure contacts	0.07	0.13	Tasty Top 5	6/10
6/6: "What You Need To Know: National Senior Games" sent to 1293 partner contacts with a 42% open rate and a 25% click-to-open rate	1293 partner contacts	0.42	0.25	Events	6/12
6/14: "RSVP Today! You're invited Visit Albuquerque Quarterly Meeting Wednesday June 26"	1286 partner contacts	0.34	0.20	LGBTQI+	6/17
6/19: "Last Day to RSVP to Visit Albuquerque's Quarterly Meeting Wednesday June 26"	1288 partner contacts	0.31	0.17	Events	6/19
6/20: "Elevate Your Vacation at the Albuquerque International Balloon Fiesta@!"	128,178 leisure contacts	0.35	0.22	Swimming Pools	6/21
6/25: "Visit Albuquerque's June 2019 Industry Insider"	1279 partner contacts	0.21	0.29	Events	6/26
6/28: "July Events in Albuquerque" sent to 2906 local contacts with a 23% click-to-open rate	2906 local contacts	-	0.23		

MEDIA EFFORTS

LOCAL
MEDIA

REGIONAL
MEDIA

NATIONAL/
INT'L MEDIA

M&C TRADE
MEDIA

PITCHES

Albuquerque International Balloon
Fiesta (Short Lead)
MICE Offerings (Long Lead)
Individual FAM Outreach

HARO (HELP A REPORTER OUT)

Volcanoes you can visit and explore in the US;
Petroglyph (TBD 2019)
Where to travel this fall (Travel + Leisure Fall 2019)
New nonstop routes to/from the U.S. (Matador
network TBD 2019)

PROACTIVE LEADS & INITIATIVES

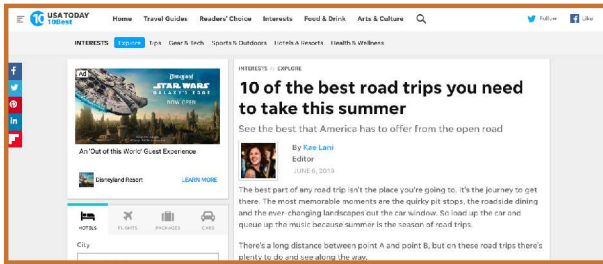
National Geographic Traveller- TBD 2019
(Adventure Travel Experiences
Accommodating Disabled; Routes Rentals)
Travel + Leisure - TBD 2019 (Al Fresco U.S.
Restaurants; Ibiza Rooftop Restaurant and Bar
at Hotel Andaluz/Level 5 at Hotel Chaco)
Reader's Digest (online) - TBD 2019 (Record-
Breaking Experiences in Travel; Turquoise
Museum/Sandia Peak Tram)
[FoodNetwork.com](#) - TBD 2019 (Most Insta-
Worthy Restaurants in Every State/Level 5 at
Hotel Chaco)

6/1-6/30	Variety of print, online and broadcast coverage of National Senior Games
6/4	Sent "Albuquerque's Old Town Named One of National Geographic Traveler's Friendliest Neighborhoods" alert to local media
6/4-6/5	Broadcast coverage of friendliest neighborhoods alert
6/5	ABQ 365 highlight summertime fun this week - KRQE (broadcast and online)
6/7	Tania live interview with KRQE on NSG
6/10	Tania interview with New Mexico Living Local on NSG
6/10	Thousands of senior athletes to converge on Albuquerque June 14 - New Mexico Living Local (broadcast and online)
6/11	Sent "Media Alert: Recent Media Highlights and June 2019 Meetings/Conventions & Events" to local media
6/11-6/30	Variety of print, online and broadcast coverage of media highlights and meetings/events included in media alert
6/12	Flamenco, comedy, concerts and more come to Albuquerque this week - KRQE (broadcast and online)
6/19	Visit Albuquerque highlights the top entertainment and events this week- KRQE (broadcast and online)
6/21	Tania interview with KRQE and Albuquerque Journal on impact of NSG
6/23	Senior Games are a boost for local businesses - KRQE (broadcast and online)
6/24	Senior games has business booming at ABQ's hotels, restaurants - Albuquerque Journal (print and online)
6/24	Senior games boost economy - Daily Lobo (print and online)
6/26	Visit Albuquerque previews this week's events including festivals, markets, and concerts - KRQE (broadcast and online)
6/6	10 of the best road trips you need to take this summer - USA Today 10Best
6/7	The Best Summer Vacations to Take in 2019 - Oyster
6/17	10 Affordable Family-Friendly Road Trips for 2019 - Travel Channel
6/19	20 Best Fall Harvest Festivals and Events Across America - The Oprah Magazine
6/20	The Dreamiest Venues for a Rustic Destination Wedding in the U.S. - Fodor's Travel
6/30	See the Incredible Albuquerque International Balloon Fiesta - Budget Travel
6/28	Six places in the U.S. that have epic starry skies - MarketWatch
June	Untethered In Albuquerque - Group Travel Leader (print and online)
June	Shutting out the Noise - Smart Meetings (print and online)

MARKETING, COMMUNICATIONS & TOURISM

PR/COMMUNICATIONS

100% of national or regional articles scoring above 55 on the Barcelona Principles Scale



USA TODAY

June 6

10 of the best road trips you need to take this summer

BP Score – 55

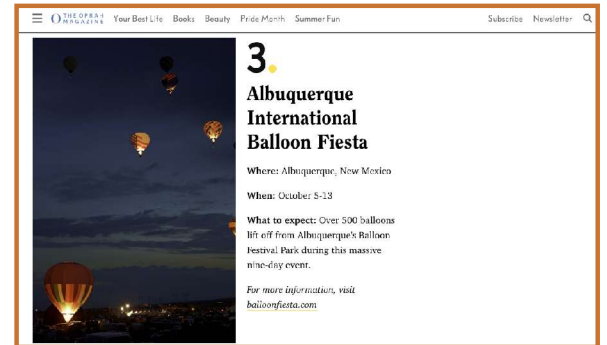


THE OPRAH MAGAZINE

June 19

20 Best Fall Harvest Festivals and Events Across America

BP Score – 75

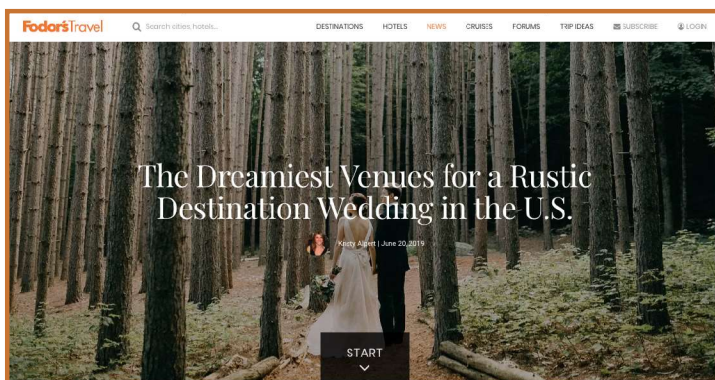


THE OPRAH MAGAZINE

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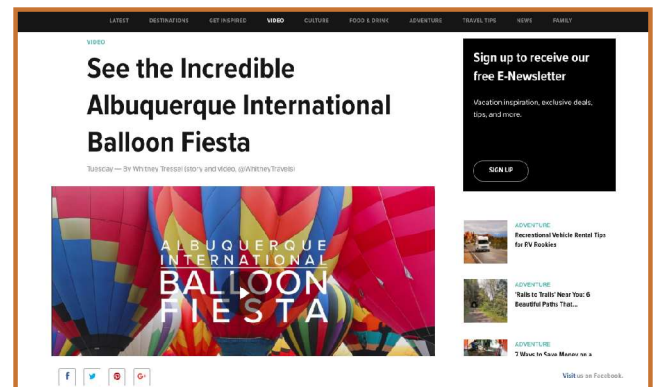
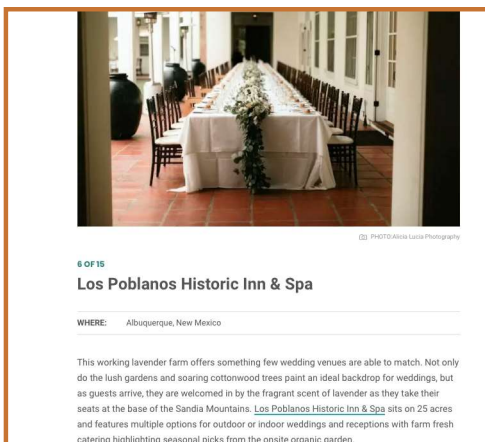


FODOR'S TRAVEL

June 20

The Dreamiest Venues for a Rustic Destination Wedding in the U.S.

BP Score – 90



BUDGET TRAVEL

June 30

See the Incredible Albuquerque International Balloon Fiesta

BP Score – 110

MEETINGS/INDUSTRY EVENTS

June 4: BIC Meeting	June 19: APD/Hospitality Partnership Meeting
June 5: Final National Senior Games Prep Meeting	June 20: Downtown Community Partnership Meeting
June 7 & 10: National Senior Games KROE Interviews	June 20: AED Quarterly Luncheon
June 11: Monthly Meeting with SMG Leadership	June 24: New Mexico Bowl Event
June 11: Short-Term Rental Task Force Meeting	June 24: Sandia Peak Restaurant Name Unveiling
June 11: National Senior Games Media Day	June 25: Ski New Mexico Board Meeting
June 15: National Senior Games Flame Arrival Ceremony	June 26: Economic Forum
June 17: City Council Meeting	June 27: Lodgers' Tax Advisory Board Meeting
June 18: National Senior Games Thank You Dinner	June 27: NMPRSA Monthly Luncheon
June 19: GAIA Luncheon	June 27: National Senior Games Thank You Event
June 19: National Senior Games Celebration of Athletes	June 28: ULI NM VIP & Sponsor Networking Lunch

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June 4: Volunteer Meeting at Turquoise Museum
June 11: National Senior games Prep Meeting with ABQ Hotels
June 17: ACE Class
June 19: Visit Albuquerque Partner Orientation
June 20: Visit Albuquerque Executive Committee Meeting
June 26: Visit Albuquerque Quarterly Meeting & Elise Rogers Retirement Event

JUNE TRADESHOWS/INDUSTRY MEETINGS

June 1-5: US Travel Association IPW, Anaheim CA
June 15-18: MPI World Education Summit, Toronto
June 23-25: Military Reunion Network Educational Summit, Nashville TN
June 25-28: PCMA Education Conference, Los Angeles CA

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

July 8-11: Cvent Connect, Las Vegas, NV
Aug 9-13: Student Youth Travel Association, Birmingham, AL
Aug 10-13: American Society of Association Executives, Columbus, OH
Aug 26-29: Connect Specialty & Connect Association, Louisville, KY