

June 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. APRIL 2019

-73.4%

VS. FYTD 2019

-12.4%

AVERAGE HOTEL OCCUPANCY

VS. MAY 2019

-52.0%

VS. PYTD

-33.0%

AVERAGE DAILY RATE

VS. MAY 2019

-31.1%

VS. PYTD

-12.5%

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

MAY 2020 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

ALBUQUERQUE AVERAGE

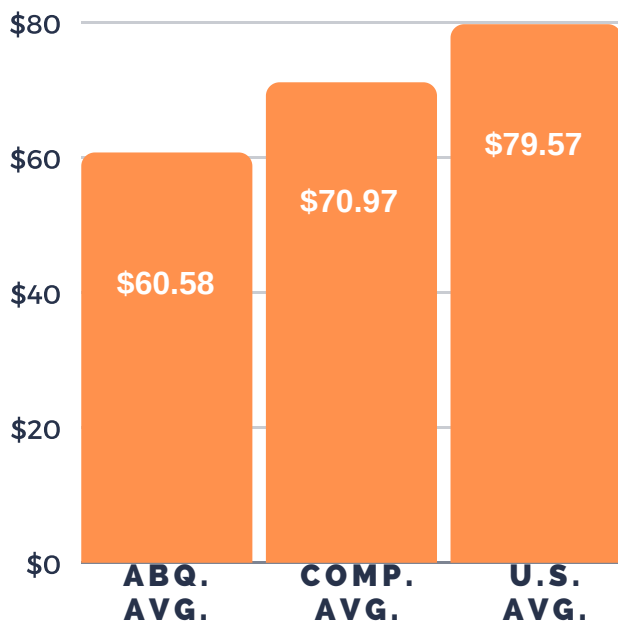
COMP. AVERAGE

U.S. AVERAGE

34.9%

33.4%

33.1%



MAY 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

June 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL MAY ENPLANED
PASSENGERS**

21,161

**VS. MAY 2019
TOTAL PASSENGERS**

-91.3%



**TOTAL MAY DEPLANED
PASSENGERS**

20,313

**FYTD TOTAL
PASSENGERS**

FY18

4.76M

FY19

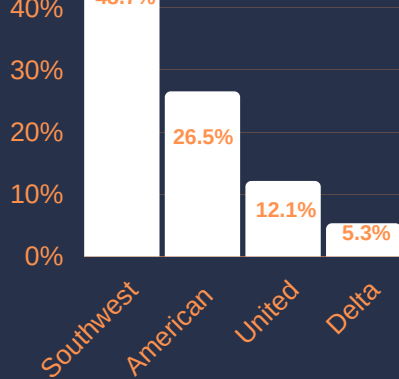
4.90M

FY20

3.87M

0 1 2 3 4 5
Millions

**Top 4 Airlines by
% of Market Share**



**TOTAL MAY LEISURE &
HOSPITALITY EMPLOYMENT**

*** 30,300**

VS. MAY 2019

-33.1%

CYTD VS. PYTD

-14.5%

Source: Bureau of Labor Statistics

*Preliminary BLS figure

June 2020 Destination Dashboard

JUNE BUSINESS OCCURRING

| | Jun '20 | % Change vs. Jun '19 | % Change vs. PYTD |
|----------------------|---------|-------------------------|----------------------|
| # of Meetings/Events | 0 | -100.0% | -47.9% |
| Room Nights | 0 | -100.0% | -57.4% |
| Attendance | 0 | -100.0% | -50.4% |
| Direct Spend | \$0.0 | -100.0% | -57.2% |

FUTURE CITYWIDE* EVENTS BOOKED FYTD

| | |
|---------------------|---------------------|
| NEW | TOTAL |
| 5 | 24 |
| ATTENDEES | ATTENDEES |
| 6,145 | 99,955 |
| ROOM NIGHTS | ROOM NIGHTS |
| 6,705 | 66,640 |
| DIRECT SPEND | DIRECT SPEND |
| \$3.4M | \$29.3M |

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

| | |
|---------------------|---------|
| TOTAL | 152 |
| ATTENDEES | 56,407 |
| ROOM NIGHTS | 47,880 |
| DIRECT SPEND | \$19.8M |

*Citywides have a minimum of 400 room nights on peak

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

| | | | |
|--------------------|--------|---------------------|---------|
| # OF EVENTS | 61 | ATTENDEES | 128,751 |
| ROOM NIGHTS | 73,765 | DIRECT SPEND | \$32.0M |



June 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FY20: 176
 FY19: 314 ▼ -43.9%

FUTURE ROOM NIGHTS BOOKED

FY20: 114,520
 FY19: 207,972 ▼ -44.9%

FUTURE ATTENDANCE BOOKED

FY20: 156,362
 FY19: 329,295 ▼ -52.5%

FUTURE DIRECT SPEND BOOKED

FY20: \$49.1M
 FY19: \$91.6M ▼ -46.4%

ADVERTISING IMPRESSIONS

FY20: 99.0M
 FY19: 81.8M ▲ +21.1%

WEBSITE USER SESSIONS

FY20: 1.980M
 FY19: 2.197M ▼ -9.9%

VISITOR GUIDE FULFILLMENT

FY20: 24,457
 FY19: 40,668 ▼ -39.9%

VISITOR CENTER TRAFFIC

FY20: 100,284
 FY19: 73,379 ▲ +36.7%

ACE TRAINEES

FY20: 152
 FY19: 117 ▲ +29.9%

GROUP TOURS

FY20: 232
 FY19: 295 ▼ -21.4%

GROUP TOUR ROOM NIGHTS

FY20: 15K+
 FY19: 19K+ ▼ -19.9%

SOCIAL MEDIA FOLLOWERS

FY20: 223,624
 FY19: 213,470 ▲ +4.8%

SOCIAL MEDIA ENGAGEMENT

FY20: 439,118
 FY19: 313,546 ▲ +40.0%

SALES FAMILIARIZATION & SITE TOURS

FY20: 73
 FY19: 81 ▼ -9.88%

FY20 MEDIA SITE VISITS

27

FY20 EARNED MEDIA COVERAGE*

Travel Articles Generated

89

Circulation/Reach

807,602,415

Publicity Value

\$2.62M

**Does not include local coverage or syndications/additional pickups*

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

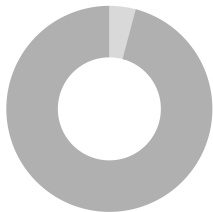
June 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

| | TOTAL APRIL 2020 REVENUE | VS. APR 2019 | VS. FYTD 2019 |
|---------------------------------|-----------------------------|--------------|---------------|
| | \$340,656.86 | ▼ -73.4% | ▼ -12.4% |
| *SHORT-TERM RENTALS ONLY | \$2,828.51 | ▼ -93.9% | ▲ +3.32% |
| MINUS SHORT-TERM RENTALS | \$337,828.35 | ▼ -72.6% | ▼ -12.97% |



Short-Term Rentals
4.1%

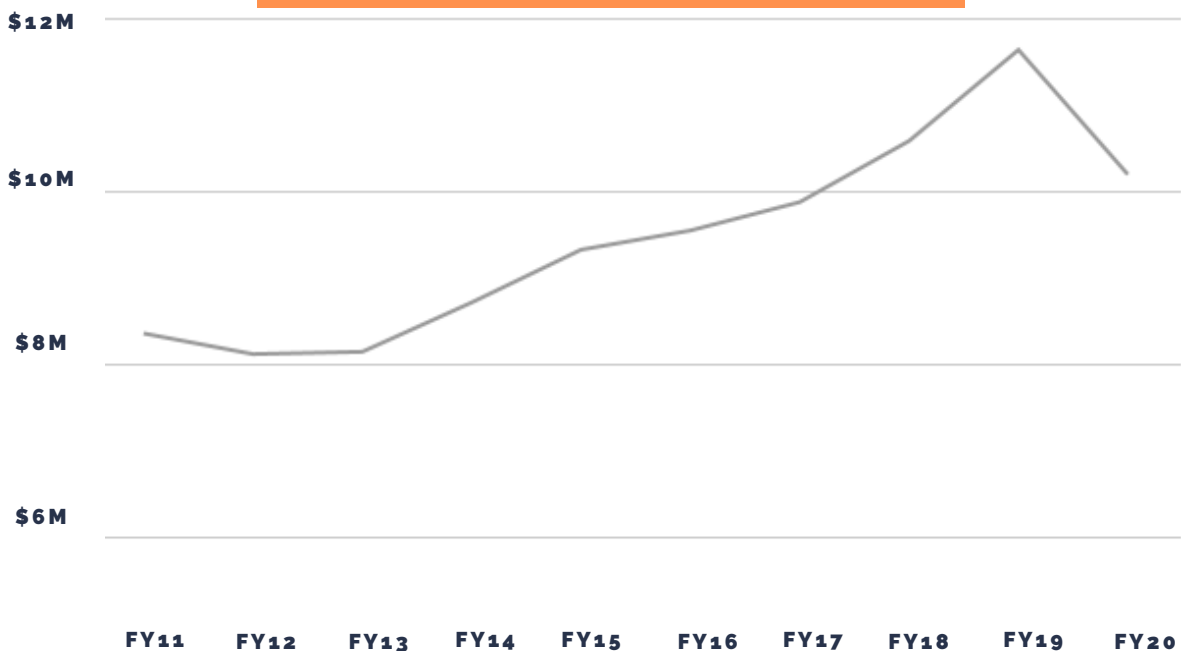


Non
95.9%

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

Short-term Rentals as
a % of FYTD Revenue

10 YEAR LODGERS' TAX FYTD HISTORY

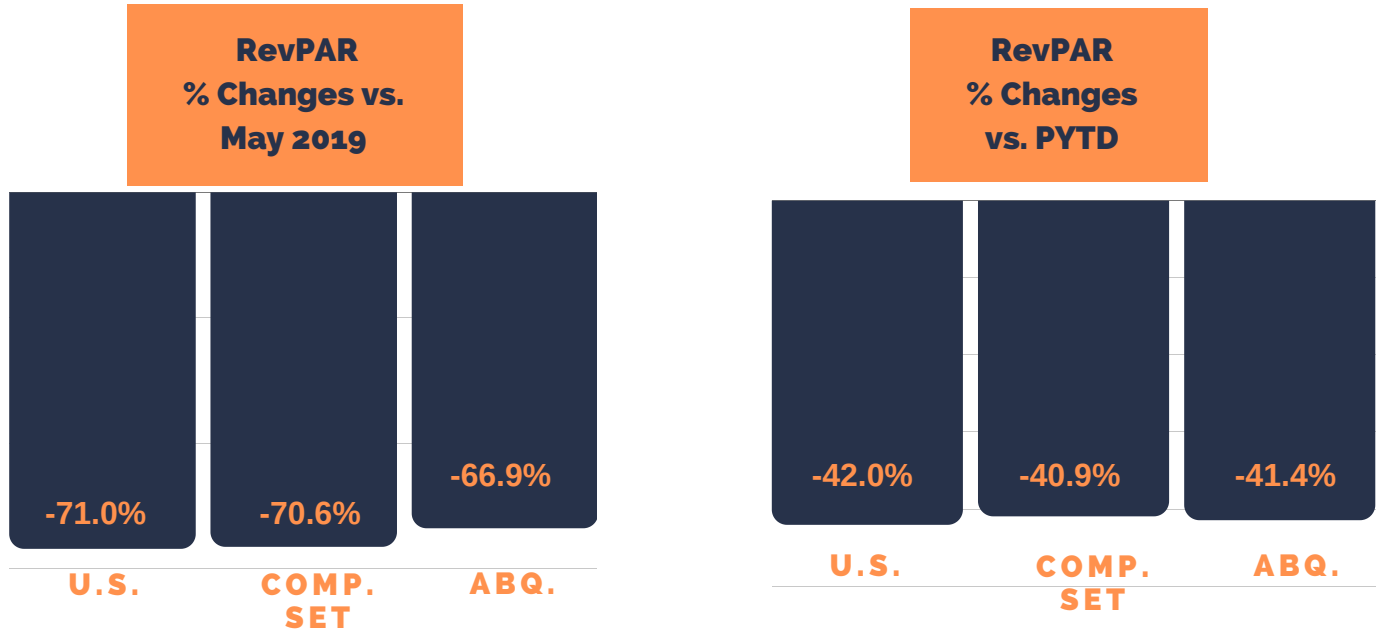


Source: City of Albuquerque



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 | 44.0% | -33.0% | \$75.35 | -12.5% | -41.4% | -34.3% |
| Comp. Set Average | 46.5% | -32.3% | \$103.34 | -12.4% | -40.9% | not available |
| U.S. Average | 43.3% | -32.7% | \$112.27 | -13.8% | -42.0% | -35.2% |



Top 5 Meetings Properties per Corridor Performance

| | CYTD Occupancy | % Change vs. PYTD | CYTD ADR | % Change vs. PYTD | RevPAR % Change vs. PYTD |
|----------------------|-------------------|----------------------|-----------------|----------------------|--------------------------------|
| Downtown | 41.2% | -43.8% | 117.09 | -5.4% | -46.9% |
| Uptown | 36.9% | -46.8% | \$102.91 | -3.6% | -48.7% |
| Airport | 41.0% | -47.1% | \$93.82 | -5.5% | -50.0% |
| Northern Corridor | 37.8% | -43.9% | \$99.58 | -5.7% | -47.1% |

*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

14

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1.04M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

2,220

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FY20



463

FY20 VS. FY19

-21.7%



Month's Room Nights
Booked by Event Type



Mtgs. & Conventions
100%

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



JUNE

6-9: MPI WORLD EDUCATION CONFERENCE, GRAPEVINE, TX -
POSTPONED TO NOVEMBER

25: 2020 SPORTS ETA VIRTUAL WOMEN'S SUMMIT

26: VIRTUAL MEETING SERIES: SOUTHWEST VIRTUAL TRADESHOW

30: SMART MEETINGS MID-ATLANTIC VIRTUAL TRADESHOW

JULY

13-15: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION

- MODIFIED TO VIRTUAL EVENT JULY 14-15

AUGUST:

8-11: ASAE ANNUAL CONVENTION - MODIFIED TO VIRTUAL EVENT
WEEK OF AUGUST 10

.VISIT.

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

41

CONV.
CTR.

7

NON-CTR.
M/C

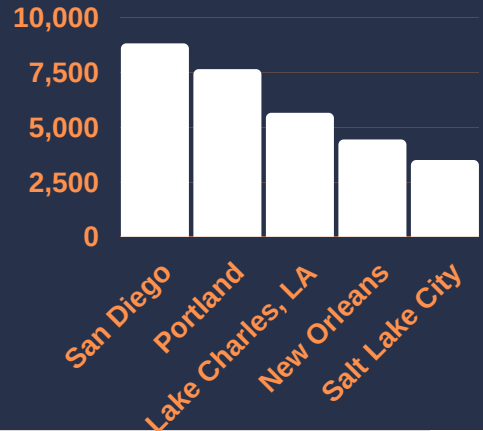
29

NON-CTR.
SPORTS

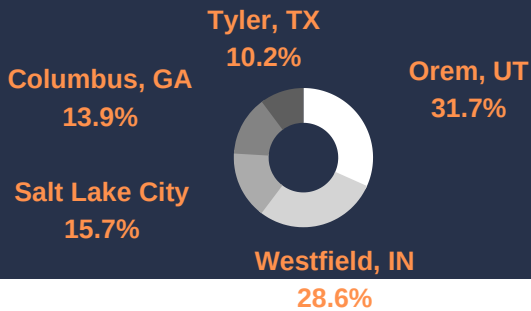
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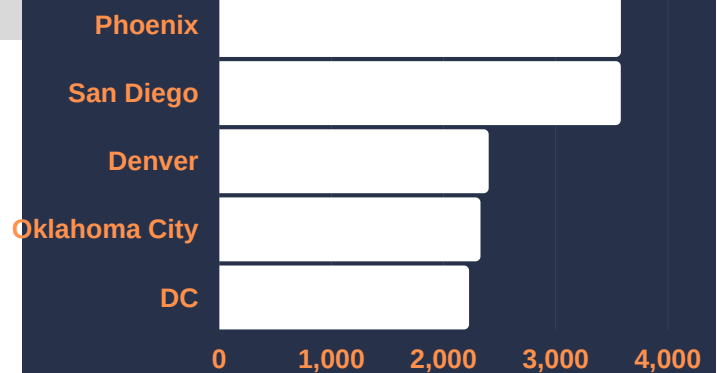
Most Room Nights Lost To (FY20 Conv. Ctr. Events)



Most Room Nights Lost To (FY20 Non-Ctr. Sports)



Most Room Nights Lost To (FY20 Non- Ctr. Mtgs/Conv.)



Reoccurring Convention Center Lost Business Reasons FY20

% of Room Nights Lost

| | |
|------------------------------------|-----|
| Health Concerns - COVID-19 | 27% |
| Perceived Destination Desirability | 11% |
| Preferred Location Available | 11% |
| Downtown Hotel Package | 9% |

MONTH'S ROOM NIGHTS LOST
33,692

MONTH'S ATTENDEES LOST
20,003

MONTH'S DIRECT SPEND LOST
\$14.9M

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PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

1



FY20 MEMBERSHIP

715

VS. FY19

- 0.8%

FY20 REVENUE

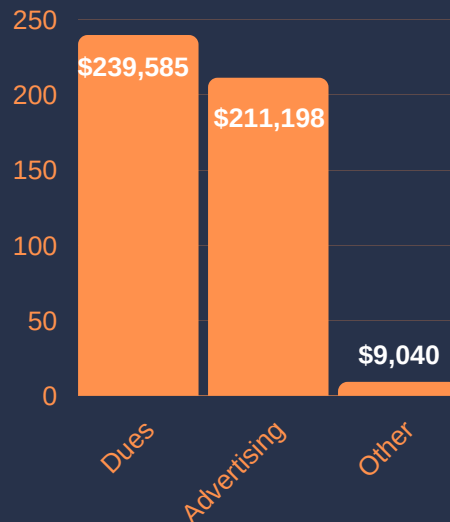
\$459,823

VS. FY19

- 15.2%

FYTD Revenue by
Category

Thousands



PARTNER EVENTS THIS MONTH

0



Partner Orientation &
ACE Training Cancelled in June
due to COVID-19

. VISIT .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

9

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

89%

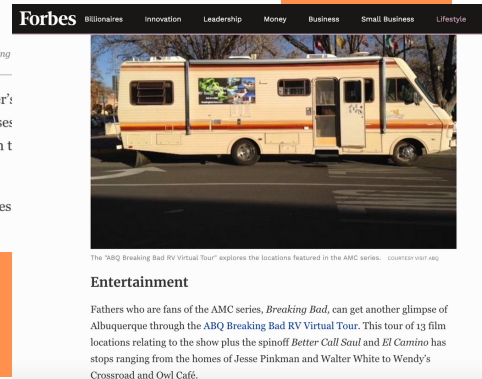
Forbes article
BP Score: 75

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

32+M

CORRESPONDING
PUBLICITY VALUE

\$50,045



FEATURED MEDIA EFFORTS

6/1: Outside Options - Small Market Meetings (print and online)

6/1: Western Landmark: An Artist Sojourn - Western Art & Architecture (print and online)

6/5: Pride Journey Outdoors: Albuquerque, New Mexico - Pride Journeys

6/7: Large spectator events may be a long way off - Albuquerque Journal (print and online)

6/12: Father's Day Gift Guide: Virtual Travel-Related Experiences - Forbes

6/17: How African American Soldiers Shaped the First National Parks - Condé Nast

6/23: Rainbow Ryders encourages you to take the 'New Mexico Safe Promise' - New Mexico Living

6/26: This Is the Summer of the Drive-In Theater - Smithsonian

6/29: Visit Albuquerque release 4 new digital puzzles - KRQE (broadcast 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

SENT

OPEN RATE

CLICK-TO-
OPEN RATE

Visit Albuquerque did not send
a leisure eNewsletter in June

SOCIAL MEDIA FOLLOWERS BY PLATFORM



130,701



58,525



34,398

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

17,852

HIGH
ENGAGEMENT POST
OF THE MONTH



Visit Albuquerque

June 23 at 6:00 PM · 🌐

Midsummer in Albuquerque. #TrueABQ

📷: @hawtnatureshots



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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

6/1: Misty Jester attended the Rocky Mountain PCMA Community Conversations via video conference

6/3, 10, 17: Tania Armenta attended NM Tourism Dept DMO Task Force Meetings via video conference

6/30: Tabitha Stallworth had five meeting planner visits during Smart Meetings Mid Atlantic Virtual Tradeshow

6/29: Attended the City Council meeting via video conference

6/12: Attended the NM Safe Certified Partner meeting via video conference

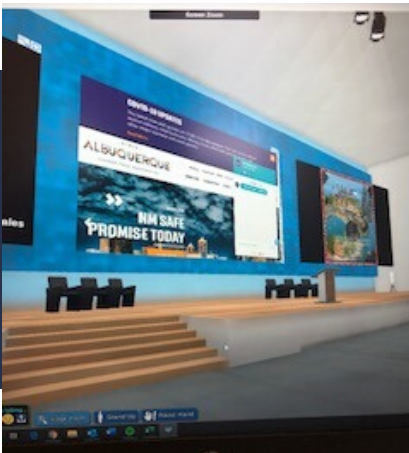
6/26: Attended the Lodgers' Tax Advisory Board meeting via video conference

6/22: Tania Armenta attended the NM Tourism Commission meeting via video conference

6/23: Tania Armenta attended the DMAP Board meeting via video conference

6/26: Clarissa Baca had five meeting planner visits during the Virtual Meeting Series: Southeast Virtual Tradeshow

6/25: Angela Gandy attended the opening session of the 2020 Sports ETA Virtual Women's Summit



Events Hosted by Visit Albuquerque

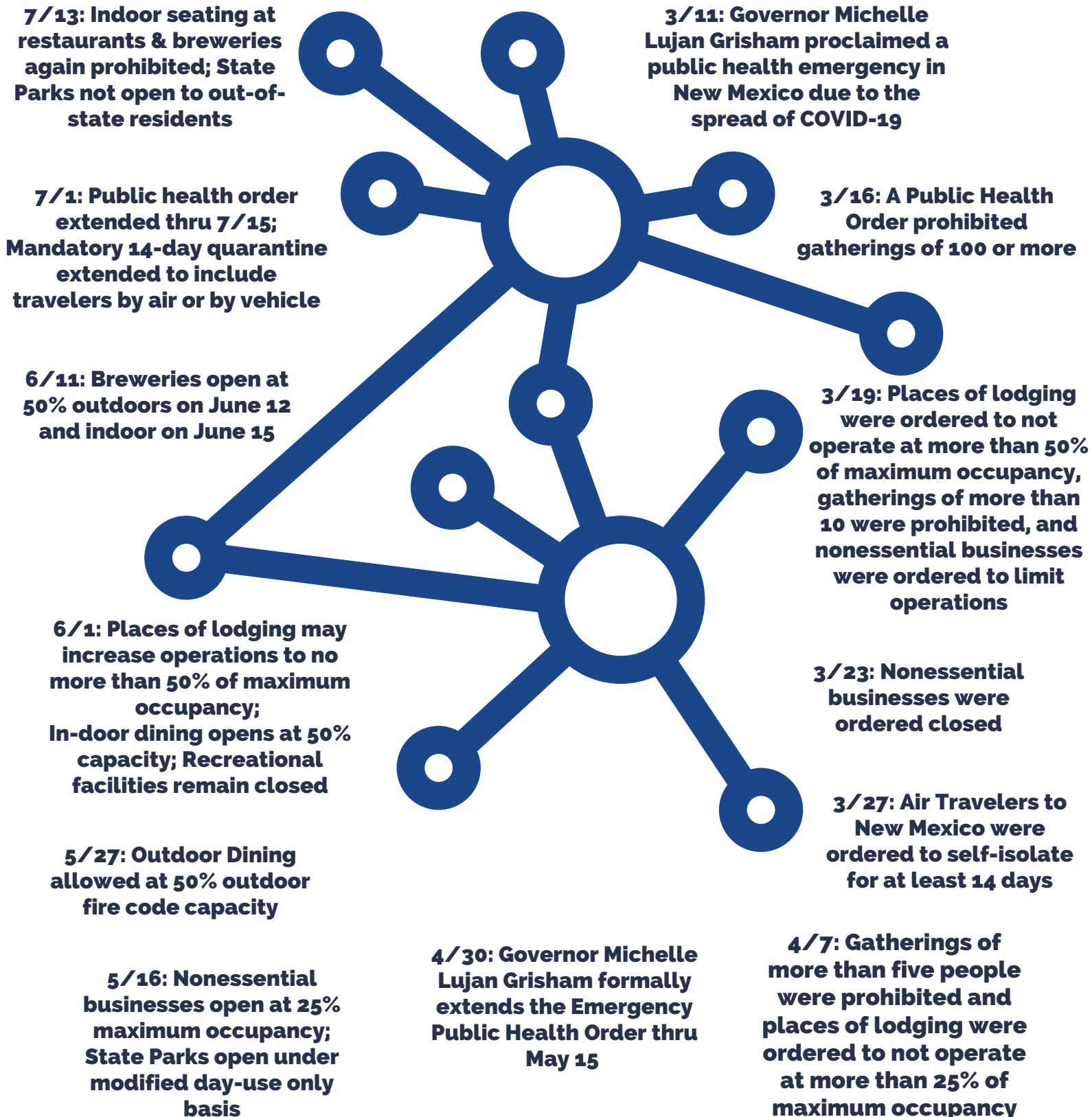
**6/5: DOS meeting via video conference
6/12: DOS meeting via video conference
6/18: Visit Albuquerque Executive Committee meeting via video conference
6/19: DOS meeting via video conference
6/26: DOS meeting via video conference**

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19 / CORONAVIRUS TIMELINE



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