

June 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. APRIL 2020

+172%

VS. PYTD

-39.1%

AVERAGE HOTEL OCCUPANCY

VS. MAY 2020

+81.4%

VS. PYTD

+27.2%

AVERAGE DAILY RATE

VS. MAY 2020

+33.8%

VS. PYTD

-2.8%

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

MAY 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

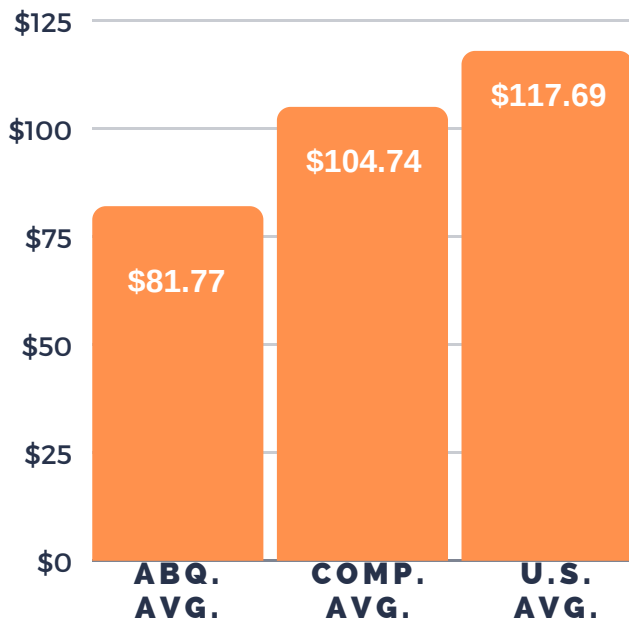
63.8%

COMP. AVERAGE

62.0%

U.S. AVERAGE

59.3%



MAY 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

June 2021 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL APRIL ENPLANED PASSENGERS

140,432



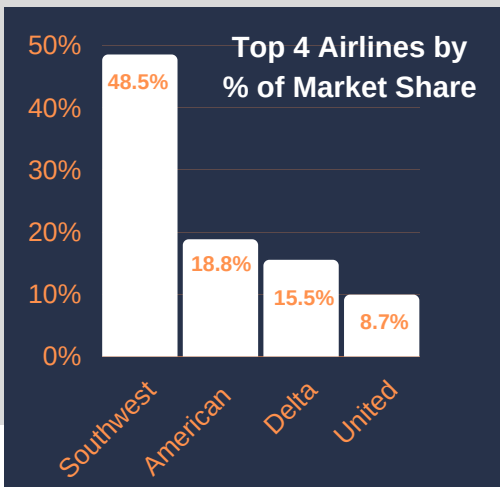
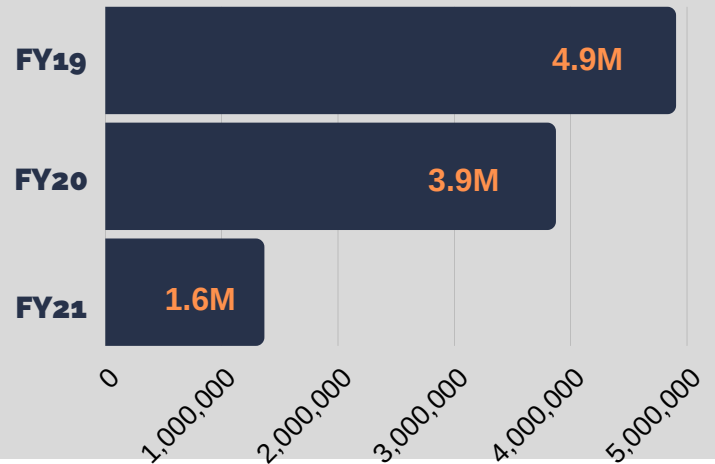
TOTAL APRIL DEPLANED PASSENGERS

138,432

**VS. MAY 2020
 TOTAL PASSENGERS
 573.6%**

**VS. MAY 2019
 TOTAL PASSENGERS
 -41.2%**

FYTD TOTAL PASSENGERS



TOTAL APRIL LEISURE & HOSPITALITY EMPLOYMENT

*** 38,600**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

**VS. MAY 2020
 +41.4%**


**CYTD VS. PYTD
 -4.8%**

June 2021 Destination Dashboard

**JUNE
 BUSINESS
 OCCURRING**




	Jun '21	vs. Jun '20	% Change vs. PYTD
# of Meetings/Events	13	0	-84.2%
Room Nights	7,399	0	-89.8%
Attendance	11,171	0	-89.5%
Direct Spend	\$3.4M	0	-90.3%



**FUTURE CITYWIDE*
 EVENTS BOOKED FY21**

NEW	TOTAL
6	9
ATTENDEES 8,950	ATTENDEES 20,110
ROOM NIGHTS 15,592	ROOM NIGHTS 23,408
DIRECT SPEND \$8.9M	DIRECT SPEND \$12.3M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FY21**

TOTAL	74
ATTENDEES	23,047
ROOM NIGHTS	25,488
DIRECT SPEND	\$11.4M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	27	ATTENDEES	23,567
ROOM NIGHTS	20,511	DIRECT SPEND	\$10.0M

June 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FY21: 83
FY20: 176 ▼ -52.8%

FUTURE ROOM NIGHTS BOOKED

FY21: 48,896
FY20: 114,520 ▼ -57.3%

FUTURE ATTENDANCE BOOKED

FY21: 43,157
FY20: 156,362 ▼ -72.4%

FUTURE DIRECT SPEND BOOKED

FY21: \$23.7M
FY20: \$49.1M ▼ -51.7%

ADVERTISING IMPRESSIONS

FY21: 43.9M
FY20: 99.0M ▼ -55.7%

WEBSITE USER SESSIONS

FY21: 1,530,043
FY20: 1,980,160 ▼ -22.7%

VISITOR GUIDE FULFILLMENT

FY21: 14,360
FY20: 24,457 ▼ -41.3%

VISITOR CENTER TRAFFIC

FY21: 11,140
FY20: 100,284 ▼ -88.9%

ACE TRAINEES

FY21: 0
FY20: 152 ▼ -100%

GROUP TOURS

FY21: 5
FY20: 232 ▼ -97.8%

GROUP TOUR ROOM NIGHTS

FY21: 106
FY20: 15,651 ▼ -99.3%

SOCIAL MEDIA FOLLOWERS

FY21: 221,004
FY20: 223,624 ▼ -1.2%

SOCIAL MEDIA ENGAGEMENT

FY21: 271,580
FY20: 439,118 ▼ -38.2%

SALES FAMILIARIZATION & SITE TOURS

FY21: *21
FY20: 73 ▼ -71.2%

*FYTD Includes 7 Virtual Site Tours

FY21 MEDIA SITE VISITS

12

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

56

Circulation/Reach
225,096,155

Publicity Value
\$4.8M

*Does not include local coverage or syndications/additional pickups

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

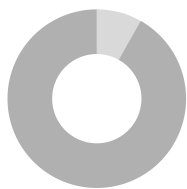
June 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. APR 2020	VS. PYTD
TOTAL APRIL 2021 REVENUE \$927,544.94	▲ 172.3%	▼ -39.1%
*SHORT-TERM RENTALS ONLY \$84,936.32	▲ 2902.9%	▲ 21.4%
MINUS SHORT-TERM RENTALS \$842,608.62	▲ 149.4%	▼ -41.7%



Short-Term Rentals
8.2%

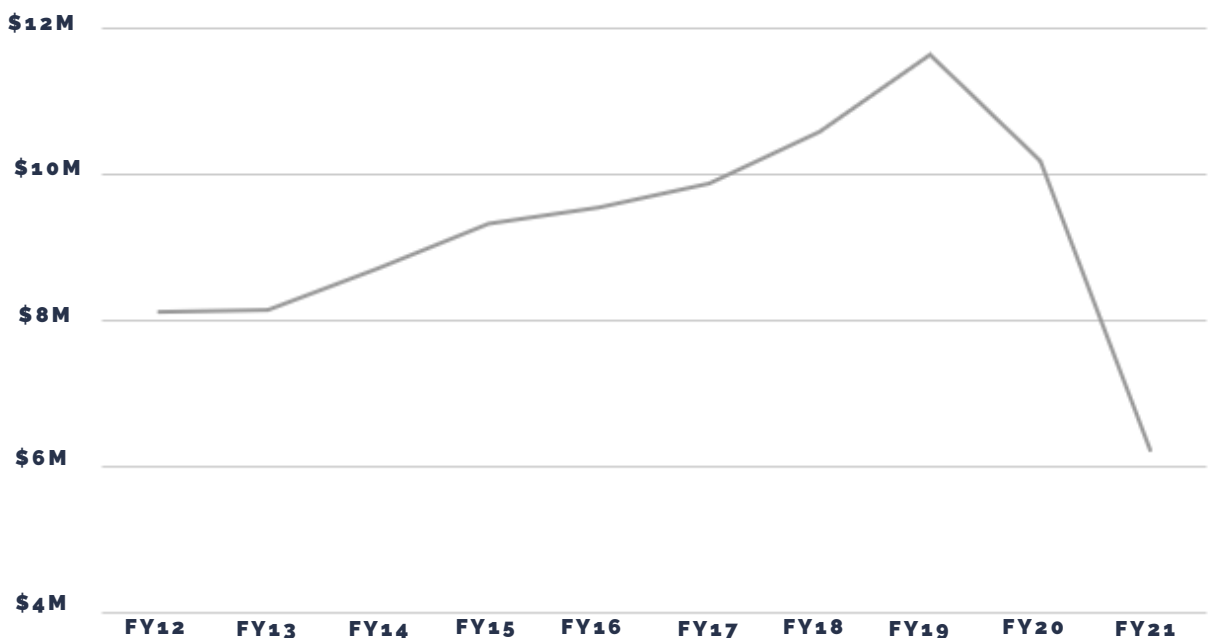


Non
91.8%

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



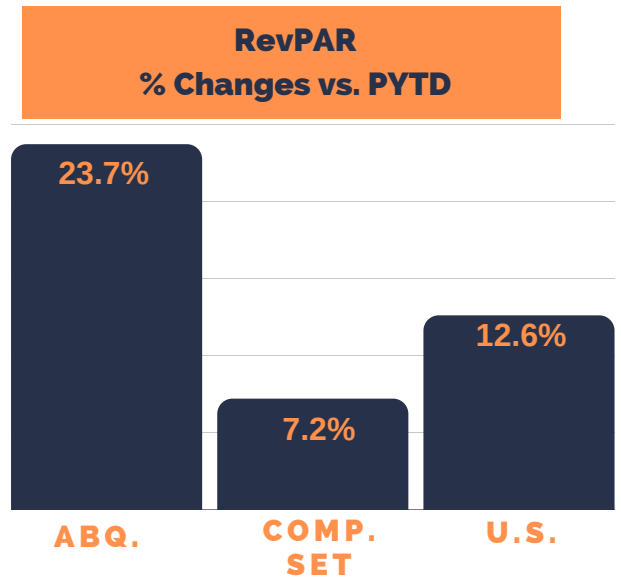
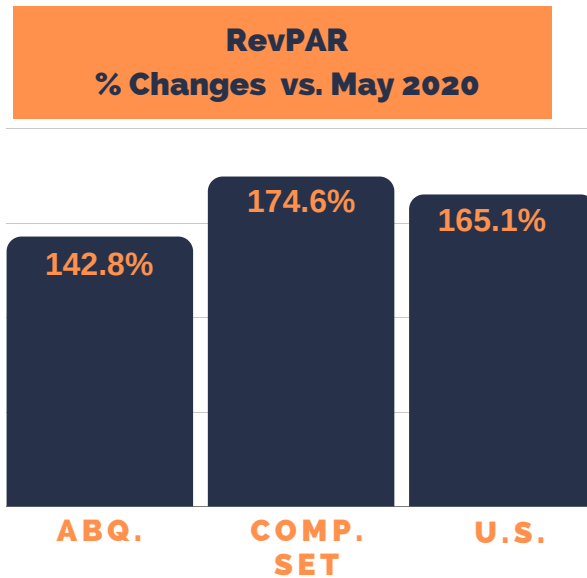
Source: City of Albuquerque



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	56.3%	27.2%	\$73.79	-2.8%	23.7%	24.4%
*Comp. Set Average	54.0%	18.1%	\$95.18	-8.5%	7.2%	not available
U.S. Average	51.3%	18.6%	\$106.35	-5.1%	12.6%	23.9%

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



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	36.3%	-11.8%	\$117.23	0.2%	-11.7%
Uptown	31.7%	-14.1%	\$100.48	-3.3%	-16.9%
Airport	43.0%	4.9%	\$82.32	-12.3%	-8.0%
Northern Corridor	39.8%	5.3%	\$93.31	-6.3%	-1.3%

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

15

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$3.1M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

6,701

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FY21



203

FY21 VS. FY20

-56.2%

Mtgs. & Conventions
36.6%



Sporting Events
63.4%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



JUNE:

- 2: MIC OF COLORADO - DENVER
- 7-10: MILITARY REUNION NETWORK - COLORADO SPRINGS
- 22: NM GAMES OPENING CEREMONIES - ALBUQUERQUE
- 15-17: MPI WEC - LAS VEGAS, NV
- 23: TRI-CITY VIRTUAL CLIENT EVENT
- 24-27: USA OLYMPIC TRIALS - EUGENE, OR
- 28-30: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE - DALLAS

JULY:

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

AUGUST:

- 14-17: ASAE ANNUAL MEETING - HYBRID
- 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
- 20-22: CONNECT TOUR - LAS VEGAS, NV

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ALBUQUERQUE

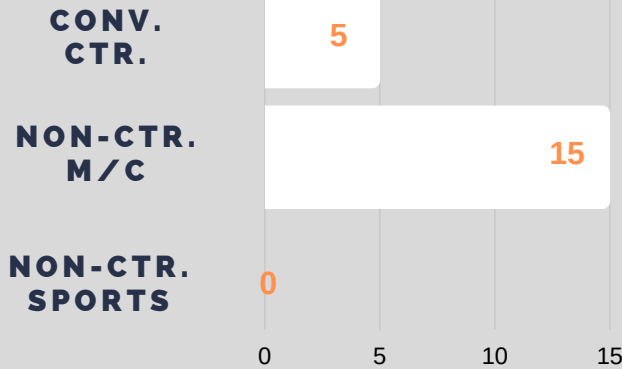
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

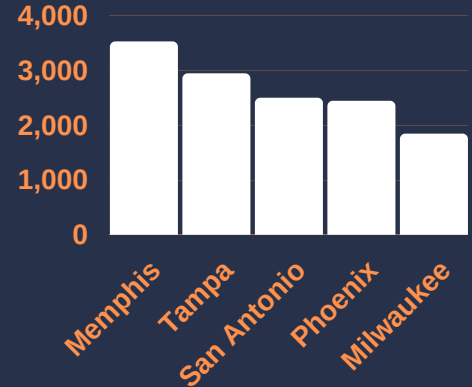
LOST BUSINESS

MONTH'S TOTAL LOSSES

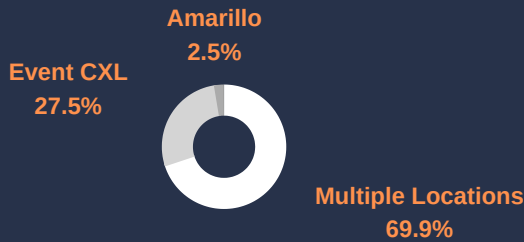
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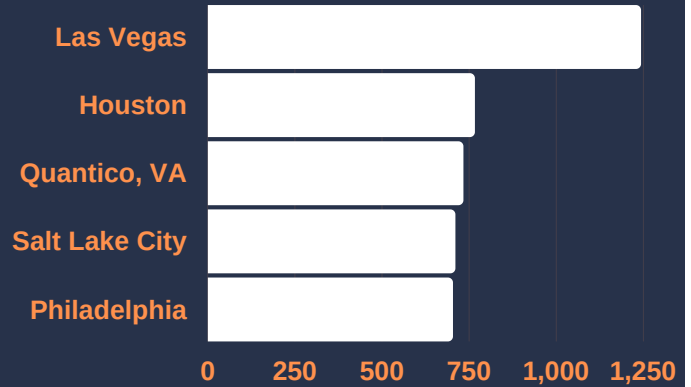
Most Room Nights Lost To (FY21 Conv. Ctr. Events)



Most Room Nights Lost To (FY21 Non-Ctr. Sports)



Most Room Nights Lost To (FY21 Non-Ctr. Mtgs/Conv.)



Reoccurring Convention Center Lost Business Reasons FY21

% of Room Nights Lost

COVID-19	48%
Other Location(s) Preferred	17%
Rotational Issues	13%

MONTH'S ROOM NIGHTS LOST
16,501

MONTH'S ATTENDEES LOST
8,517

MONTH'S DIRECT SPEND LOST
\$6.8M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

6



FYTD MEMBERSHIP

624

VS. PYTD

-12%

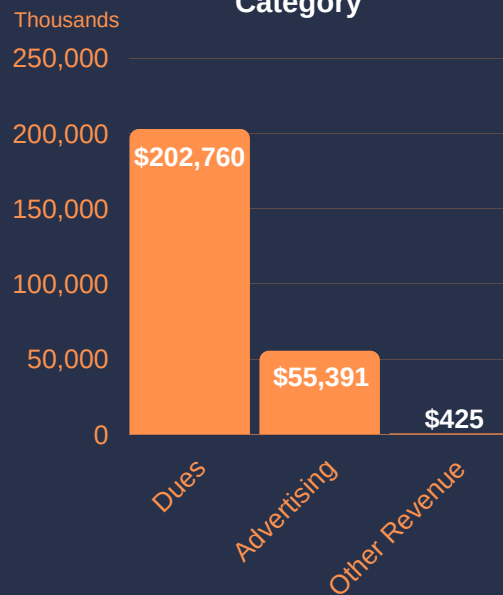
FY21 REVENUE

\$258,576

VS. FY20

-44%

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

12

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

3

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

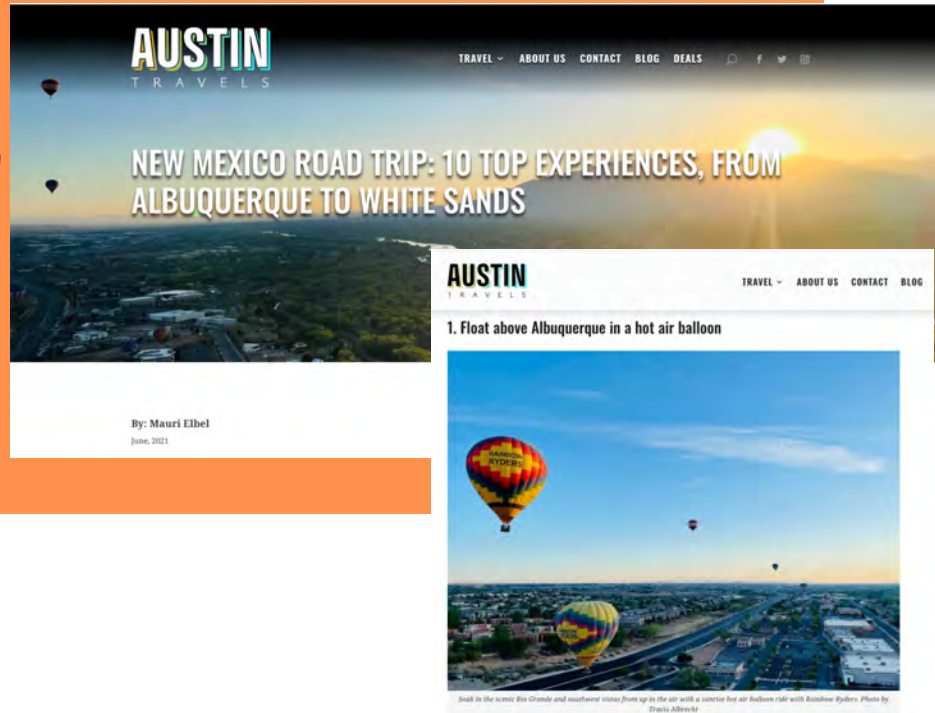
2.6M

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

100%

CORRESPONDING
PUBLICITY VALUE
\$317K

Austin Travels article
BP Score: 112



FEATURED MEDIA
EFFORTS

6/1: The Beauty of Calm - EatingWell (print)

6/1: New Mexico Road Trip: 10 Top Experiences, from Albuquerque to White Sands - Austin Travels

6/3: 'Unbelievable Pass' aims to ignite spark in the New Mexico entertainment industry - Albuquerque Business First (print and online)

6/4: Andrea Sisneros Father's Day segment on KRQE

6/7: Three New Mexicans to Know who are movers and shakers - Albuquerque Business First (print and online)

6/23: This haunted 19th-century brothel is our favorite hotel in Albuquerque - Matador Network

Local Media

National Media

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"EXPERIENCE THE LARGEST FLAMENCO FESTIVAL OUTSIDE OF SPAIN"	105,231 LEISURE CONTACTS	21.3%	8.4%
"ALBUQUERQUE IS HOME TO THE LARGEST FLAMENCO FESTIVAL OUTSIDE OF SPAIN"	2,044 LOCAL CONTACTS	30.9%	18.0%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

22,225

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 122,852

 57,640

 40,512



← HIGH ENGAGEMENT POSTS OF THE MONTH →

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

6/29: Tania Armenta attended the AED Event: Greater ABQ 2021 & Beyond - Strategic Plan Unveil

6/2: Kristin McGrath attended MIC of Colorado and had 8 planner appointments

6/28-30: Clarissa Baca had 19 appointments in Dallas at the HelmsBriscoe Annual Business Conference

6/7-10: Misty Jester attended the Military Reunion Network in Colorado Springs with 25 one on one appts

6/24-27: Angie Jepsen attended the USA Olympic Trials in Eugene, OR

6/24: Attended Lodgers' Tax Advisory Board Meeting

6/15-16: Brenna Moore attended the 2021 PRSA Travel & Tourism Virtual Conference

6/15-17: Kristin McGrath & Tabitha Stallworth attended MPI WEC and had 20 appointments

6/24: Tania Armenta participated in the CABQ THRIVE 21 Summit

6/21-23: Tania Armenta attended the DMA West Leadership Summit for CEO's



6/1: Visitor Information Centers at the Sunport and in Old Town reopen to visitors

Events Hosted by Visit Albuquerque

- 6/10: DOS meeting via video conference**
- 6/17: Visit Albuquerque Executive Committee meeting**
- 6/22: Downtown DOS meeting via video conference**
- 6/24: DOS meeting via video conference**

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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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CHANGE YOUR PERSPECTIVE