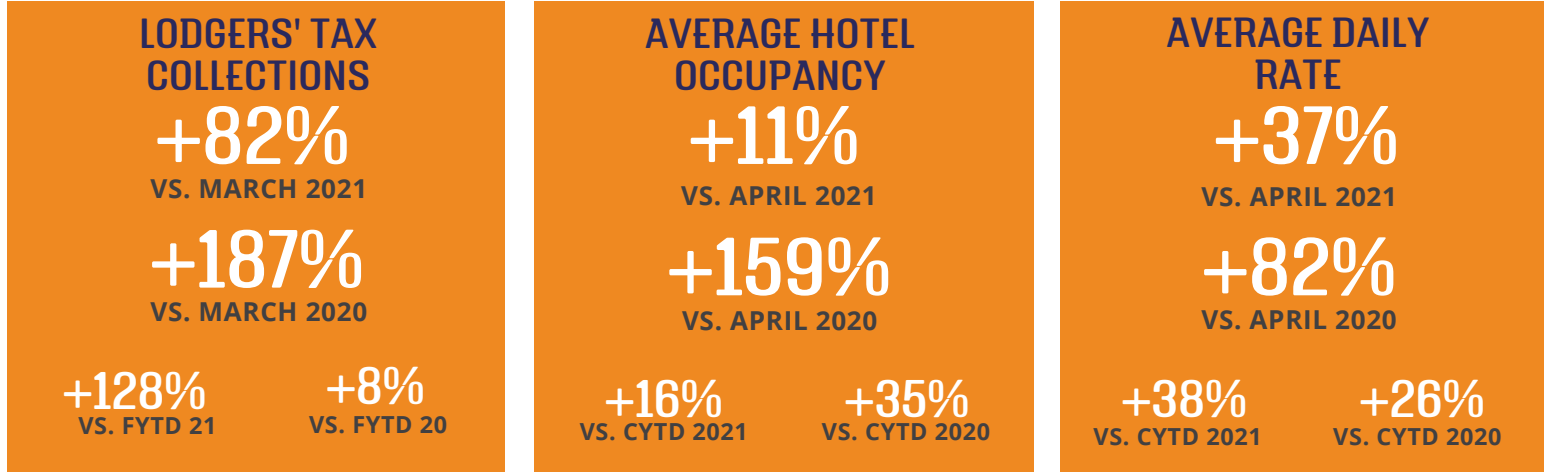


# May 2022 Destination Dashboard

\*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.

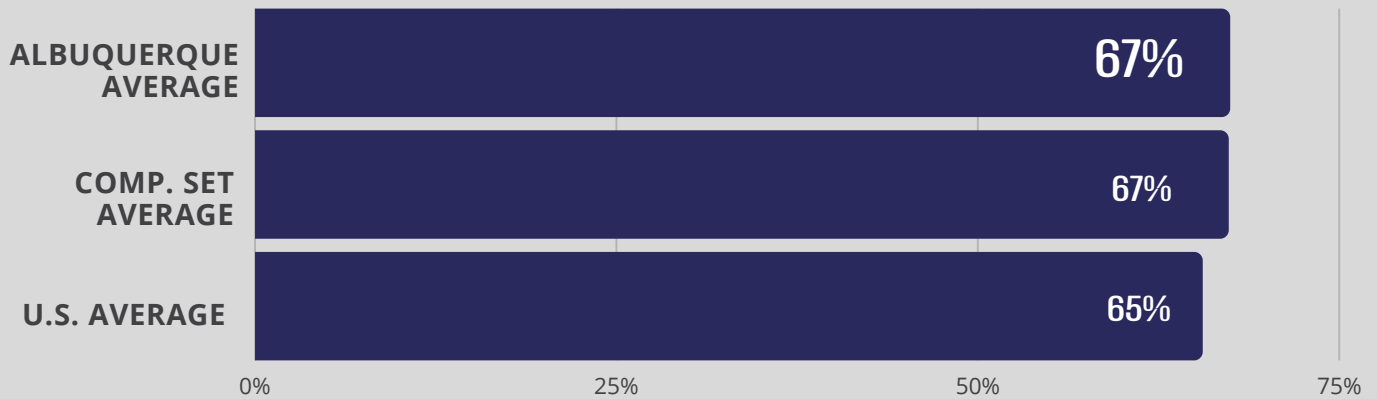


Source: City of Albuquerque  
 See full collections analysis on pg. 1 of the President's Report

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

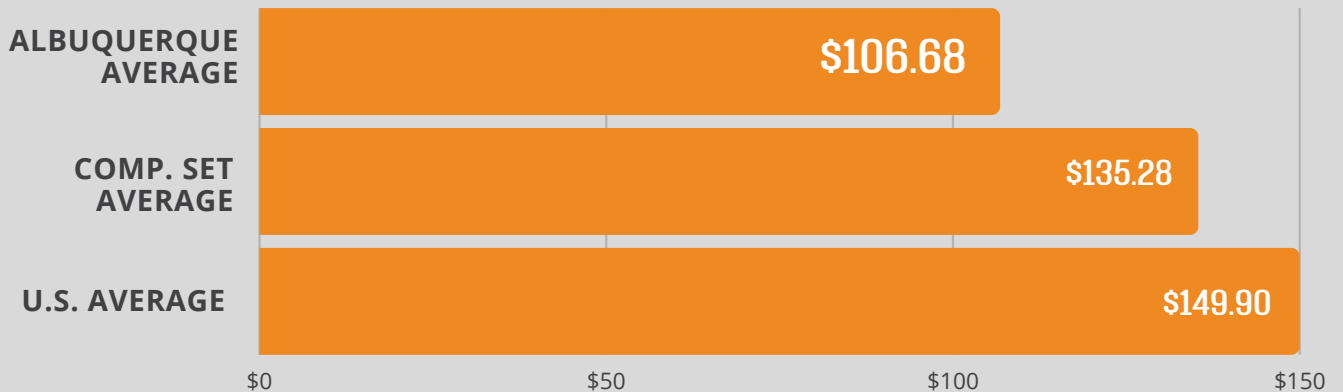
Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

## APRIL 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.

## APRIL 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

# May 2022 Destination Dashboard

## APRIL 2022 - SUNPORT AIRLINE METRICS

372,519

TOTAL PASSENGERS

▲ 70%

VS. APRIL 2021  
TOTAL PASSENGERS

▲ 2,005%

VS. APRIL 2020  
TOTAL PASSENGERS



TOTAL APRIL  
ENPLANED PASSENGERS

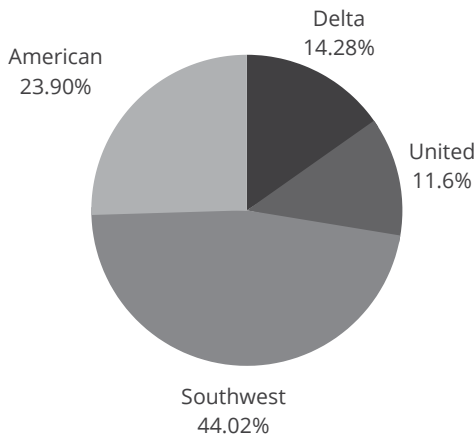
187,787

TOTAL APRIL  
DEPLANED PASSENGERS

184,732



## TOP 4 AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

## 5-YR FYTD TOTAL PASSENGERS

FY18 4.2 Million

FY19 4.4 Million

FY20 3.7 Million

FY21 1.3 Million

FY22 3.4 Million

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

43,400

TOTAL APRIL 2022 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ 21%

VS. APRIL 2021

▲ 79%

VS. APRIL 2020

44.9K  
APRIL 2018

45.4K  
APRIL 2019

43.4K  
APRIL 2022

27.3K  
APRIL 2020

38K  
APRIL 2021

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# May 2022 Destination Dashboard

MAY BUSINESS OCCURRING	MAY '22	MAY '21	% CHANGE VS. MAY '21	% CHANGE VS. MAY '20
# OF MEETINGS/EVENTS	30	3	900%	N/A
ROOM NIGHTS	24,403	1,752	1,293%	N/A
ATTENDANCE	45,921	3,860	1,090%	N/A
DIRECT SPEND	\$10,555,012	\$702,127	1,403%	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	7	44	450%	83%
ATTENDEES	9,105	146,833	689%	47%
ROOM NIGHTS	13,308	83,625	304%	25%
DIRECT SPEND	\$5.8M	\$36M	246%	26%

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	69	123	121%	-2%
ATTENDEES	14,710	57,512	247%	22%
ROOM NIGHTS	19,084	14,710	57%	-23%
DIRECT SPEND	\$7.2M	\$14.8M	48%	-18%

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)		
	107 SPORTING EVENTS	96,481 ROOM NIGHTS
	196,632 ATTENDEES	\$43.3M DIRECT SPEND

# May 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

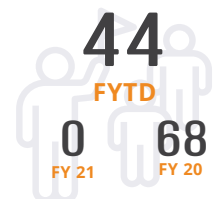
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
FUTURE EVENTS BOOKED	181	70	159% ▲	164	10% ▲
FUTURE ROOM NIGHTS BOOKED	119,356	43,445	175% ▲	113,161	5% ▲
FUTURE ATTENDANCE BOOKED	213,019	37,699	465% ▲	154,387	38% ▲
FUTURE DIRECT SPEND	\$52,511,875	\$21,177,953	148% ▲	\$48,450,2757	8% ▲
GROUP TOURS**	184	0	N/A -	232	-21% ▼
GROUP TOUR ROOM NIGHTS**	12,120	0	N/A -	15,651	-23% ▼

MARKETING	FYTD *	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	508,807,666	42,605,460	1,094% ▲	97,216,766	415% ▲
WEBSITE USER SESSIONS	2,371,160	1,312,785	81% ▲	1,853,664	27% ▲
SOCIAL MEDIA FOLLOWERS	250,814	220,483	14% ▲	223,722	12% ▲
SOCIAL MEDIA ENGAGEMENT	436,745	249,355	75% ▲	421,266	4% ▲
VISITOR GUIDE FULFILLMENT	21,502	11,991	79% ▲	23,572	-8% ▼
VISITOR CENTER TRAFFIC	81,477	2,575	4,969% ▲	100,284	-19% ▼
EARNED MEDIA‡					
TRAVEL ARTICLES	61	53	15% ▲	80	-24% ▼
CIRCULATION REACH	346,205,787	222,451,758	56% ▲	775,130,888	-55% ▼
PUBLICITY VALUE	\$1,965,714	\$4,455,344	-56% ▼	\$2,567,200	-23% ▼

## FAMILIARIZATION & SITE TOURS

	FYTD	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
SALES	32	15	93%	72	-60%
MEDIA	43 <sup>^</sup>	0	N/A	27	59%

## ACE TRAINEES



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

\*\*Data reported is quarterly.

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

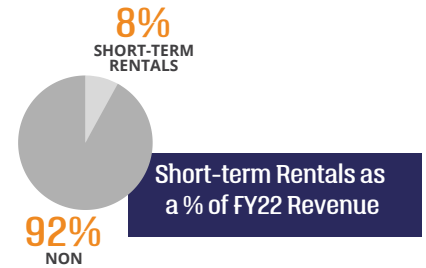
‡Does not include local coverage or syndications/additional pickups.

<sup>^</sup>This number was revised up to count each of the 16 influencers who attended the Micro-Influencer FAM in April.

# May 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Mar '22	Mar '21	
		TOTAL	% CHG
TOTAL REVENUE	\$1,522,517	\$838,032	82% ▲
SHORT-TERM RENTALS (STR)**	\$125,879	\$81,661	54% ▲
REVENUE MINUS STR	\$1,396,637	\$759,370	85% ▲



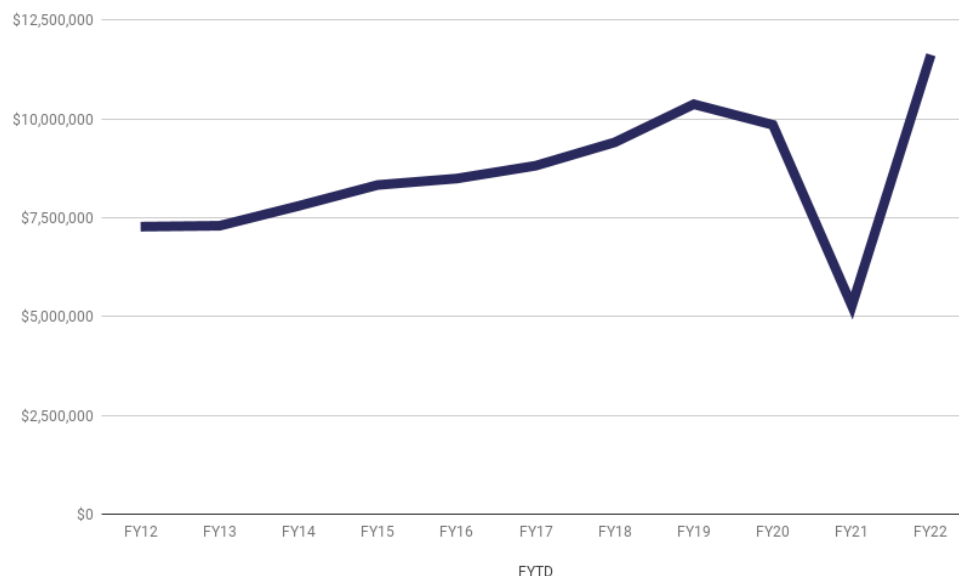
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21		FYTD vs. FY20	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$11,616,417	\$5,275,840	120% ▲	\$9,846,576	18% ▲
SHORT-TERM RENTALS (STR)**	\$964,380	\$425,853	126% ▲	\$418,004	131% ▲
REVENUE MINUS STR	\$10,652,037	\$4,849,987	120% ▲	\$9,428,571	13% ▲

\*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



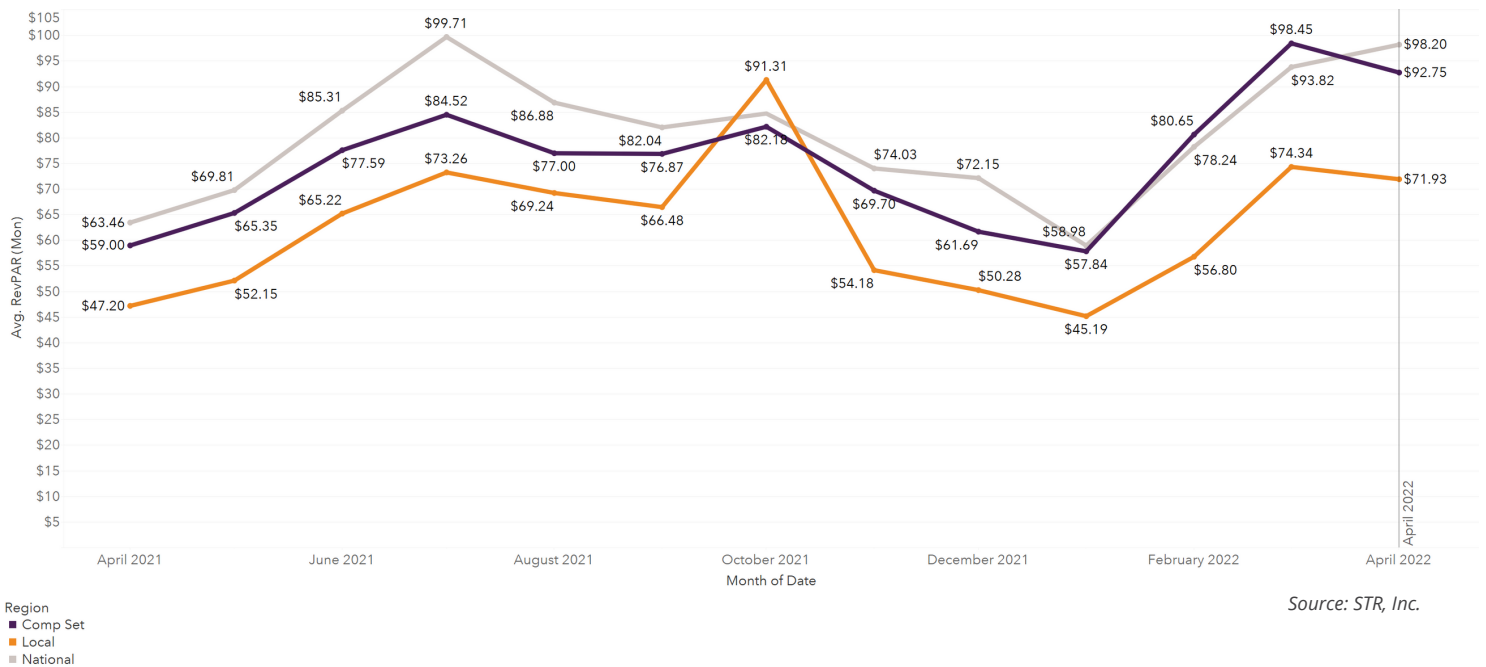


# STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	63%	16% ▲	\$98.76	38% ▲	\$61.96	59% ▲
COMP SET*	62%	20% ▲	\$129.31	39% ▲	\$82.45	67% ▲
UNITED STATES	59%	19% ▲	\$140.75	37% ▲	\$82.36	63% ▲

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

## RevPAR: APR 2021 - APR 2022



## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	46%	43% ▲	\$144.17	26% ▲	\$66.93	81% ▲
UPTOWN	52%	81% ▲	\$120.81	22% ▲	\$62.97	121% ▲
AIRPORT	64%	70% ▲	\$107.72	35% ▲	\$69.37	129% ▲
NORTHERN CORRIDOR	55%	45% ▲	\$121.81	34% ▲	\$67.00	95% ▲

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

# SALES, SERVICES & SPORTS

22

MONTH'S TOTAL  
EVENT BOOKINGS

\$6.9M

ESTIMATED DIRECT  
SPEND GENERATED

15,670

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

431

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

3%

MEETINGS &  
CONVENTIONS

97%  
SPORTING  
EVENTS

156%

FYTD VS. FY 21

-4%

FYTD VS. FY 20

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### JUNE:

- 13-16: TRAVEL AND TOURISM RESEARCH ASSOCIATION ANNUAL CONFERENCE - VIRTUAL
- 14-17: SOCIETY OF GOVERNMENT MEETING PROFESSIONALS - PITTSBURGH, PA
- 21-23: MPI WORLD EDUCATION CONFERENCE - SAN FRANCISCO, CA
- 25-27: MILITARY REUNION NETWORK SUMMIT - NEW ORLEANS, LA

### JULY:

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

### 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

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# SALES, SERVICES & SPORTS (CONT.)

## MAY 2022 LOST BUSINESS

8

TOTAL LOST  
EVENTS

1,757

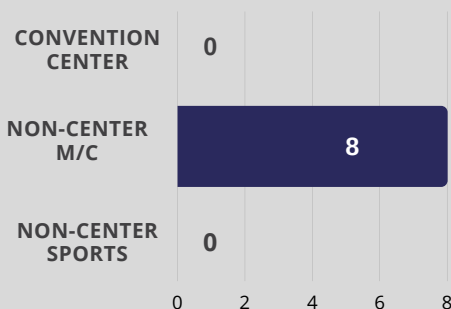
LOST ROOM  
NIGHTS

725

LOST ATTENDEES

\$533K

LOST EST. DIRECT  
SPEND

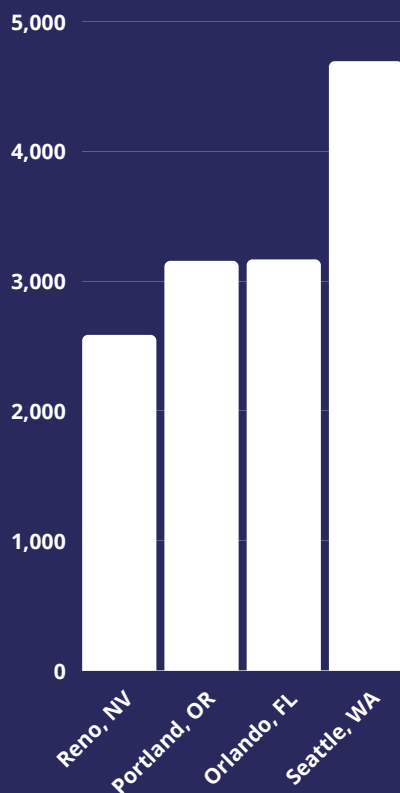


### Reoccurring Convention Center Lost Business Reasons FYTD

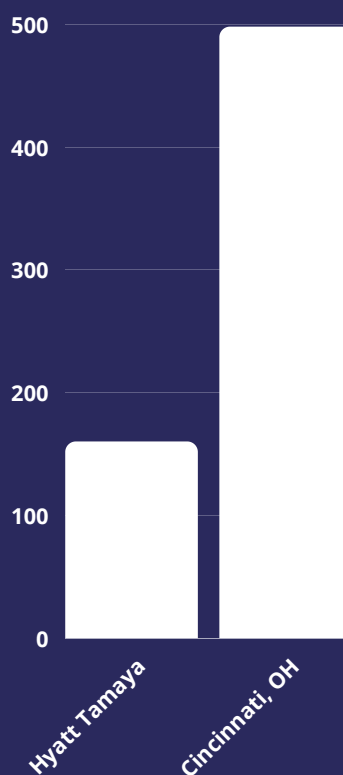
% of Room Nights Lost

Rates	36%
Other Location(s) Preferred	25%
Insufficient Local Infrastructure	22%
No Response from Planner	3%

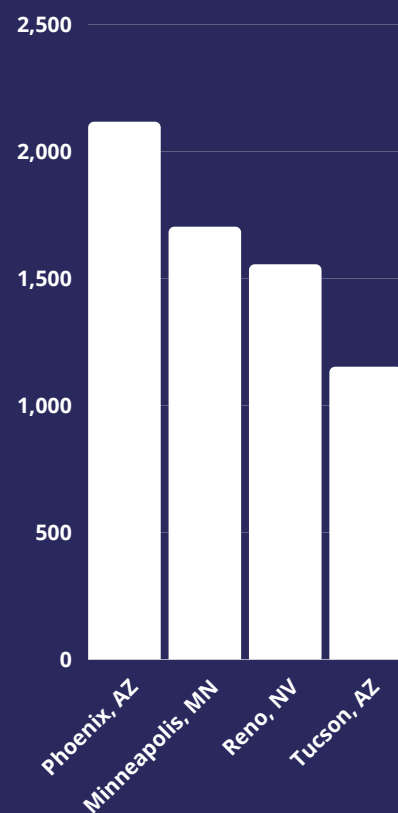
### Most Room Nights Lost To (FYTD Convention Center Events)



### Most Room Nights Lost To (FYTD Non-Center Sports)



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



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# PARTNER DEVELOPMENT

0

NEW PARTNERS  
THIS MONTH

621

FYTD MEMBERSHIP

0%

VS. FY21

-13%

VS. FY20

\$315,421

FYTD REVENUE

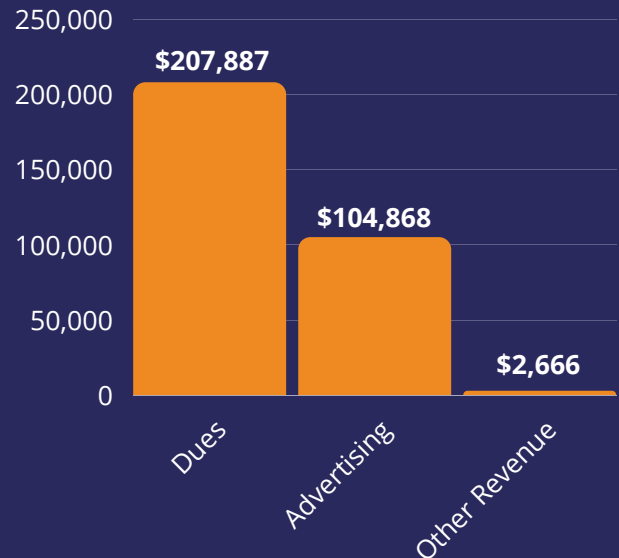
+41%

VS. FY21

-29%

VS. FY20

## FYTD Revenue by Category



1

PARTNER EVENT THIS  
MONTH

VISIT ALBUQUERQUE PARTNER  
BUSINESSES CLOSED PERMANENTLY  
DUE TO COVID-19

14

- ACE Training scheduled for June 24, 2022

# MARKETING, COMMUNICATIONS & TOURISM

## MAY AT-A-GLANCE

5

TRAVEL ARTICLES  
GENERATED

11.2M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$170K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

Global Traveler  
BP Score: 126



## FEATURED MEDIA EFFORTS\*

5/4: Visit Albuquerque provides Mother's Day gift ideas - KRQE

5/4: These 7 Small Cities Are the Perfect Basecamp for Outdoor Adventures - Matador Network

5/17: Sunshine and Soul - Global Traveler

5/18: The Colorful Albuquerque Festival You'll Love This June - TravelAwaits

5/20: Best Cycling Tour (2022) - USA Today 10Best

5/23: The 8 Most Pet-Friendly Cities In The U.S. (ABQ named No. 1) - TravelAwaits

5/30: Visit ABQ Memorial Day events - New Mexico Living

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

5/5: "Sip on the Best Brews in Albuquerque"

116,290  
LEISURE CONTACTS

OPEN RATE

31%

CLICK-TO-  
OPEN RATE

3%

5/26: "Dine on a Tasty Picnic in Albuquerque This Summer"

3,230  
LOCAL CONTACTS

45%

15%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 136,091

 58,892

 46,394

 9,437\*

\*Started reporting Feb. 2022

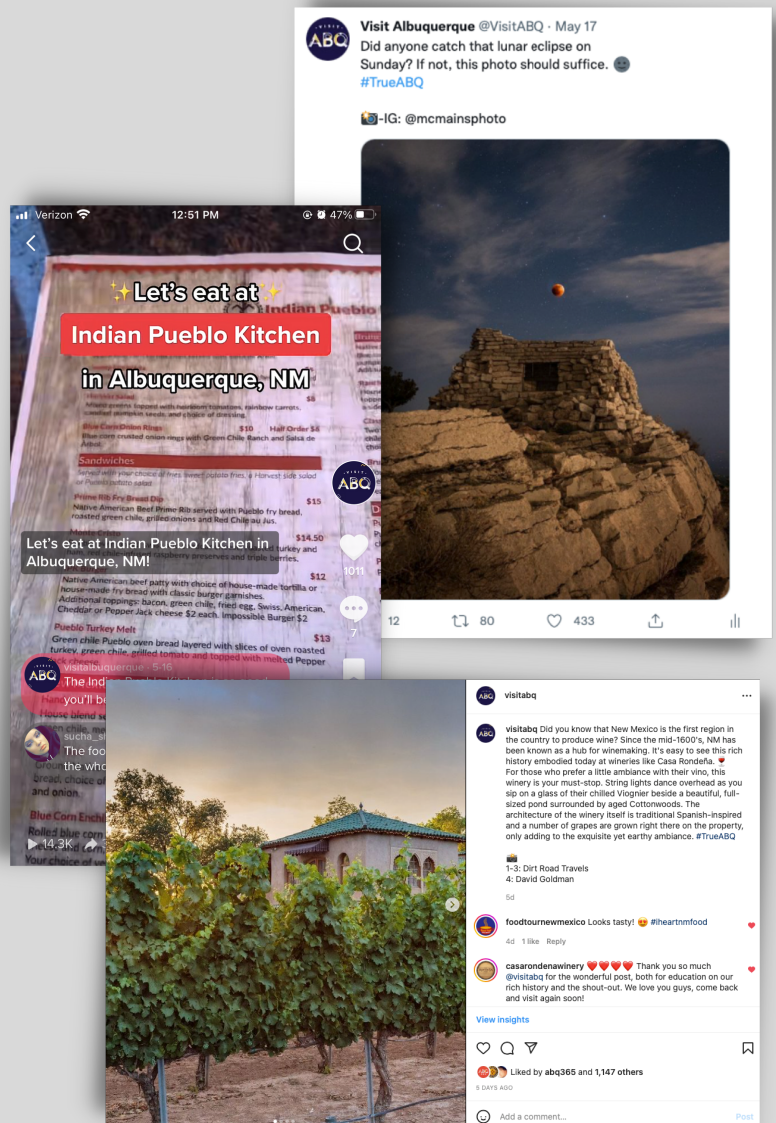
29,572

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

72

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

5/5: Brenna Moore attended the New Mexico PRSA Board meeting.

5/10-14: Visit Albuquerque, led by Brenna Moore, hosted a City to Nature Familiarization tour.

5/16-17: Visit Albuquerque sponsored and attended the New Mexico Hospitality Association's Governor's Conference on Hospitality & Tourism.

5/17: Tania Armenta and Alisha Zierden attended the 4th Quarter Meeting of the Tourism Commission.

5/19: Several Visit Albuquerque staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon.

5/26: Visit Albuquerque staff attended the Lodgers' Tax Advisory Board Meeting.

5/10: Visit Albuquerque hosted a Visitor Information Center Volunteer Meeting at Eldora Chocolate.

5/12: Tania Armenta attended the New Mexico Hospitality Association Executive Committee Meeting.

5/16: Tania Armenta and Planning Group members Damen Kompanowski and Prakash Sundaram attended the City Council meeting for final action taken for the Albuquerque Tourism Marketing District Ordinance.

5/17: Visit Albuquerque staff attended the Hall of Fame Dinner for NMHA's Governor's Conference on Hospitality & Tourism.

5/25: Visit Albuquerque board and staff leadership attended Economic FORUM - Nick Maniatis, Director, Netflix Studio Affairs - North America~ Update on Netflix Studio Expansion in Albuquerque.

## Events Hosted by Visit Albuquerque

5/16: Governor's Conference on Hospitality & Tourism Monday Night Event at Electric Playhouse

5/24: Visit Albuquerque Board of Directors Meeting

5/26: Visit Albuquerque Volunteer Appreciation Luncheon



# 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.

## APRIL 2020

- 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.

## 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.

## JUNE 2020

- 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.

## 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.

## AUGUST 2020

- 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%.

## 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 80/1million residents.
- 9/17:** Agritourism experiences permitted.

## OCTOBER 2020

- 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.

## 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.

# COVID-19/CORONAVIRUS TIMELINE

## DECEMBER 2020

- 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.

## JANUARY 2021

- Bernalillo County remains in Red category.
- 1/8:** Public Health Order extended thru February 5, 2021.
- 1/29:** "Red to Green" framework updated mass gathering limits specific to vehicles.

## FEBRUARY 2021

- 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.

## 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.

## APRIL 2021

- 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.

## MAY 2021

- 5/5:** Bernalillo County reaches "Turquoise" Status; Capacity Levels increased.
- 5/13:** Children 12 and over become eligible for vaccine.

## JUNE 2021

- 6/18:** New Mexico successfully meets 60% vaccination goal to open by July 1.

## 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.

## AUGUST 2021

- 8/20:** Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

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# COVID-19/CORONAVIRUS TIMELINE

## SEPTEMBER 2021

**9/9:** President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.

## OCTOBER 2021

**10/20:** FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

**10/29:** FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

## NOVEMBER 2021

**11/12:** Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.

**11/26:** The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.

**11/30:** The United States also classified Omicron as a Variant of Concern.

## DECEMBER 2021

**12/2:** The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

**12/12:** The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

**12/29:** Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta locally, as it has in many other regions.

## JANUARY 2022

**1/4:** The New Mexico Department of Health announced that it revised its guidelines for isolation and quarantine related to COVID-19 exposure or infection and is now following the CDC guidelines, reducing isolation time from ten days to five days.

**1/18:** Gov. Michelle Lujan Grisham and the New Mexico Department of Health announced they are securing over 1 million iHealth at-home rapid antigen tests for the state, to be initially distributed in areas of higher social vulnerability.

## FEBRUARY 2022

**2/17:** Gov. Michelle Lujan Grisham ended New Mexico's indoor mask mandate at the conclusion of the state legislative session. Masks are still required in hospitals and some congregate facilities, as well as venues or transportation systems under federal masking requirements.

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