

June 2023 Destination Dashboard

LODGERS' TAX COLLECTIONS

▲ **12%**
VS. APRIL 2022

▲ **103%**
VS. APRIL 2021

▲ **14%**
VS. FYTD 22

▲ **151%**
VS. FYTD 21

AVERAGE HOTEL OCCUPANCY

▼ **-3%**
VS. MAY 2022

▲ **9%**
VS. MAY 2021

▼ **-1%**
VS. CYTD 2022

▲ **13%**
VS. CYTD 2021

AVERAGE DAILY RATE

▲ **5%**
VS. MAY 2022

▲ **41%**
VS. MAY 2021

▲ **8%**
VS. CYTD 2022

▲ **49%**
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

MAY 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

70%

COMP. SET AVERAGE

67%

U.S. AVERAGE

65%

Source: STR, Inc.

MAY 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$115.14

COMP. SET AVERAGE

\$136.56

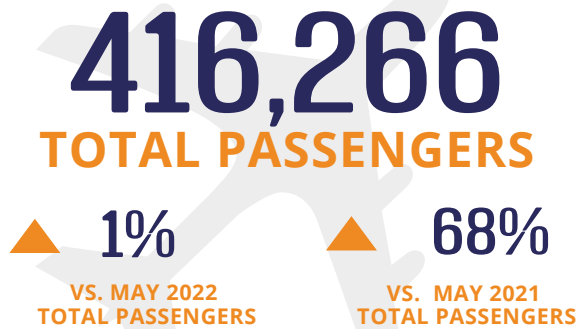
U.S. AVERAGE

\$156.25

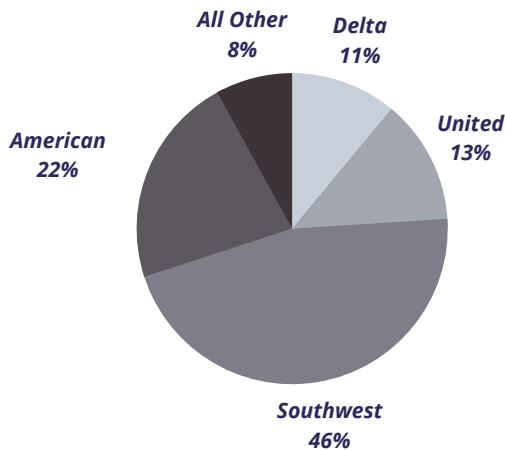
Source: STR, Inc.

June 2023 Destination Dashboard

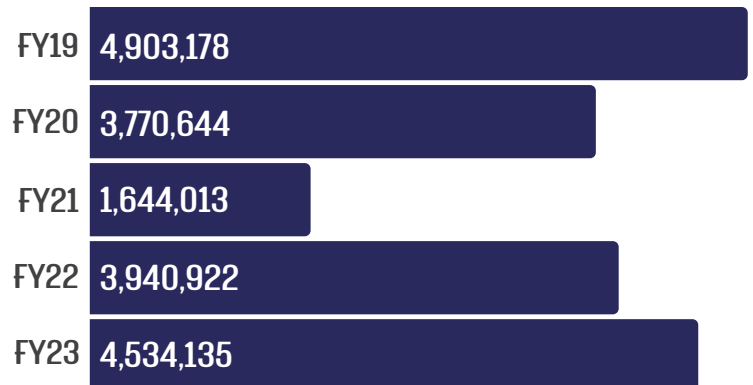
MAY 2023 - SUNPORT AIRLINE METRICS



AIRLINES BY % OF MARKET SHARE

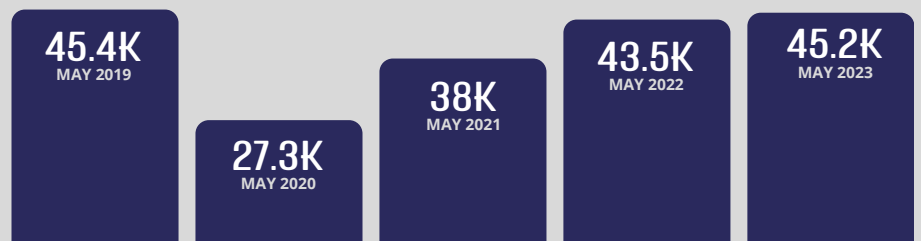


5-YR FYTD TOTAL PASSENGERS



Source: Albuquerque International Sunport

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS



5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

June 2023 Destination Dashboard

JUNE BUSINESS OCCURRING	JUN '23	JUN '22	% CHANGE VS. JUN '22	% CHANGE VS. JUN '21
# OF MEETINGS/EVENTS	23	28	-18% ▼	77% ▲
ROOM NIGHTS	20,151	16,485	22% ▲	172% ▲
ATTENDANCE	25,245	19,642	29% ▲	126% ▲
DIRECT SPEND	\$10,786,533	\$7,213,945	50% ▲	216% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	9	45	2% ▲	400% ▲
ROOM NIGHTS	22,909	98,108	17% ▲	319% ▲
ATTENDANCE	15,874	142,003	-3% ▼	606% ▲
DIRECT SPEND	\$10,827,533	\$45,636,374	24% ▲	272% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	121	194	15% ▲	162% ▲
ROOM NIGHTS	31,030	55,213	30% ▲	117% ▲
ATTENDANCE	34,727	94,687	25% ▲	311% ▲
DIRECT SPEND	\$16,529,790	\$27,756,994	47% ▲	142% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	131	115,395	
	SPORTING EVENTS	ROOM NIGHTS	
	209,285	\$53.8M	
	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.

June 2023 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
FUTURE EVENTS BOOKED	239	181	32% ▲	83	188% ▲
FUTURE ROOM NIGHTS BOOKED	153,321	119,356	28% ▲	48,896	214% ▲
FUTURE ATTENDANCE BOOKED	236,690	213,019	11% ▲	43,157	486% ▲
FUTURE DIRECT SPEND	\$73,393,369	\$52,511,875	40% ▲	\$23,729,450	209% ▲
GROUP TOURS**	227	200	14% ▲	5	4.4K% ▲
GROUP TOUR ROOM NIGHTS**	10,772	12,852	-16% ▼	106	10K% ▲

MARKETING	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
ADVERTISING IMPRESSIONS [†]	1,843,011,418	589,237,954	213% ▲	100,127,402	1.7K% ▲
WEBSITE USER SESSIONS	2,788,720	2,611,093	7% ▲	1,530,043	82% ▲
SOCIAL MEDIA FOLLOWERS	290,820	253,038	15% ▲	221,004	32% ▲
VISITOR GUIDE FULFILLMENT	23,524	23,536	0%	14,360	64% ▲
VISITOR CENTER TRAFFIC	90,417	89,097	1% ▲	8,565	712% ▲
EARNED MEDIA TRAVEL ARTICLES [‡]	75	70	7% ▲	56	234% ▲
EARNED MEDIA CIRCULATION REACH	410,383,802	387,097,938	6% ▲	225,096,155	82% ▲
EARNED MEDIA PUBLICITY VALUE	\$4,045,976	\$2,093,253	93% ▲	\$4,772,338	-15% ▼

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
SALES	42	34	24%	21	100%
MARKETING	36	48	-25%	12	200%

ACE TRAINEES

179

FYTD

74

FY 22

0

FY 21

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

**Data reported is quarterly.

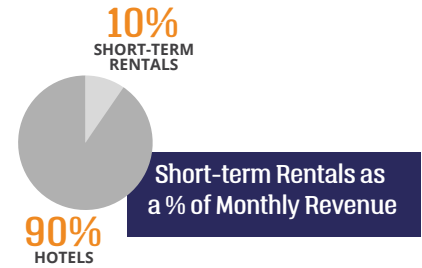
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

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

June 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Apr. '23	Apr. '22	
		TOTAL	% CHG
TOTAL REVENUE	\$1,564,158	\$1,515,047	3% ▲
SHORT-TERM RENTALS (STR)**	\$150,243	\$128,568	17% ▲
REVENUE MINUS STR	\$1,413,915	\$1,386,479	2% ▲

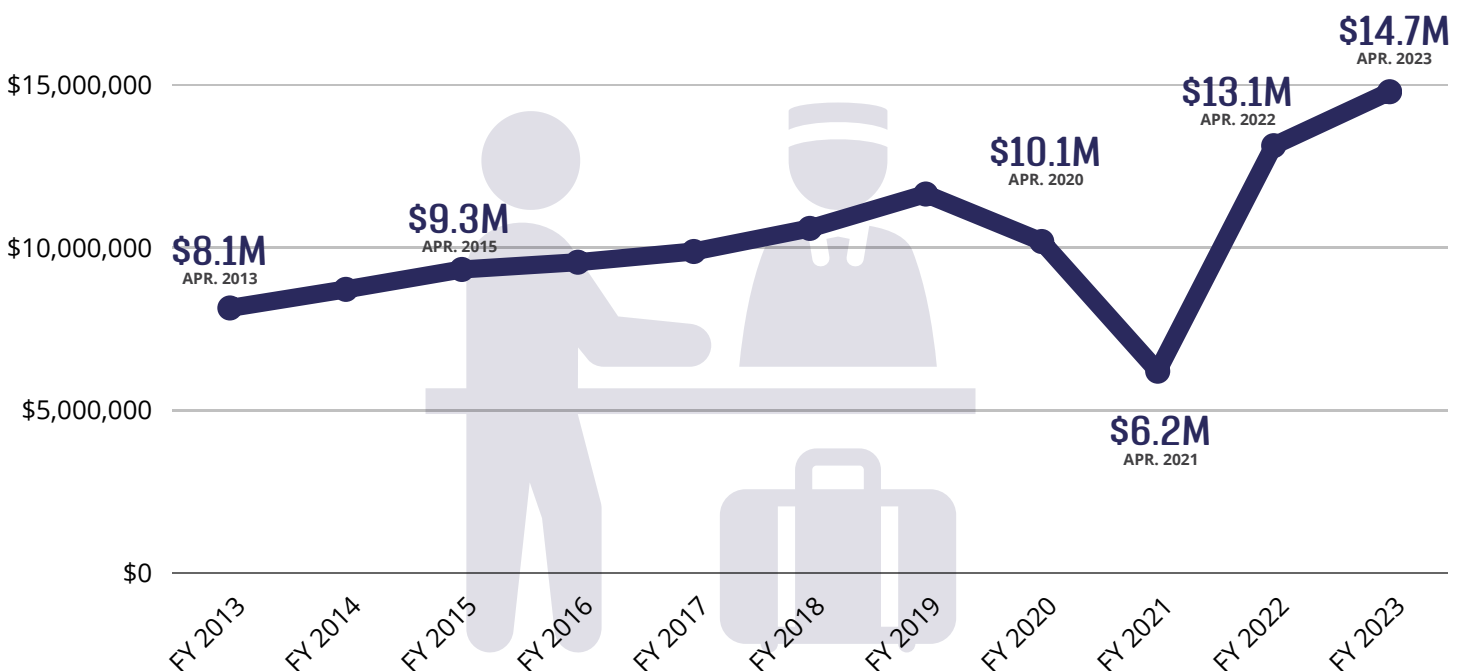


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22		FYTD vs. FYTD 21	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$14,789,097	\$13,131,464	12% ▲	\$6,203,386	137% ▲
SHORT-TERM RENTALS (STR)**	\$1,326,728	\$1,047,473	27% ▲	\$510,790	160% ▲
REVENUE MINUS STR	\$13,406,298	\$12,083,992	11% ▲	\$5,692,596	136% ▲

*Value rounded up to nearest dollar.

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

LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



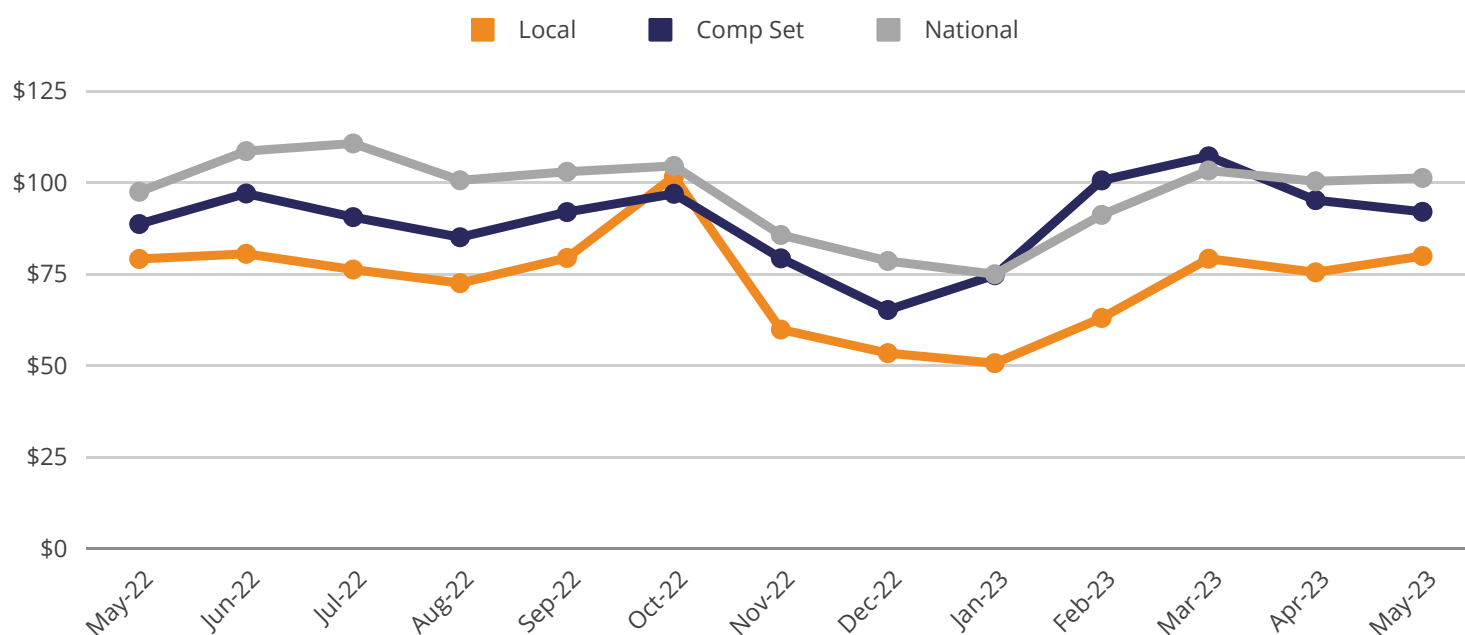


STR, INC. LODGING INDUSTRY REPORT - May 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	64%	-1% ▼	\$109.82	8% ▲	\$69.71	7% ▲
COMP SET*	65%	4% ▲	\$141.21	8% ▲	\$93.58	12% ▲
UNITED STATES	62%	3% ▲	\$153.51	7% ▲	\$94.40	10% ▲

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

RevPAR: May 2022 - May 2023



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	48%	1% ▲	\$158.31	7% ▲	\$75.18	9% ▼
UPTOWN	64%	15% ▲	\$131.35	8% ▲	\$84.29	23% ▲
AIRPORT	70%	5% ▲	\$113.58	3% ▲	\$79.26	9% ▲
NORTH I-25 CORRIDOR	65%	13% ▲	\$134.63	9% ▲	\$86.84	23% ▲

Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

Source: STR, Inc.

SALES, SERVICES & SPORTS - MAY 2023

27

MONTH'S TOTAL
EVENT BOOKINGS

\$6.9M

ESTIMATED DIRECT
SPEND GENERATED

14,179

MONTH'S TOTAL
ROOM NIGHTS BOOKED

239

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▲ 32%
FYTD VS. FYTD 22

▲ 188%
FYTD VS. FYTD 21

65%
SPORTING
EVENTS



35%
MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

JUNE:

- 12-15: 365 EDUCON - WASHINGTON, D.C.
- 13-15: MPI WEC - RIVIERA MAYA, MX
- 13-15: TTRA ANNUAL CONFERENCE - ST. LOUIS, MO
- 20-23: PRSA TRAVEL AND TOURISM 2023 - MADISON, WI
- 26-28: PCMA EDUCON - MONTREAL, QC

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
- 6-9: ESTO - SAVANNAH, GA
- 22-24: CONNECT MARKETPLACE - MINNEAPOLIS, MN

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

42

TOTAL LOST
EVENTS

31,006

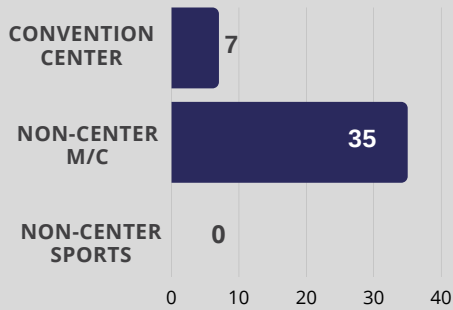
LOST ROOM
NIGHTS

14,431

LOST ATTENDEES

\$12.8M

LOST EST. DIRECT
SPEND

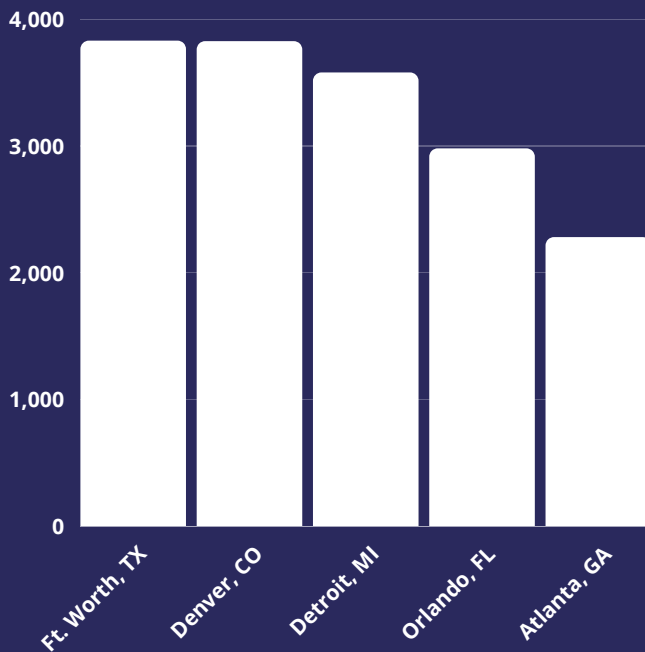


Top 4 Convention Center Lost Business Reasons FYTD

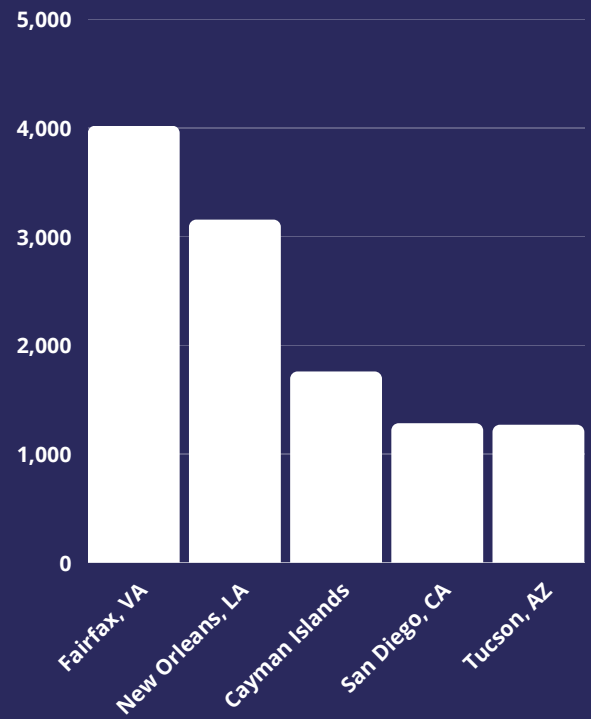
% of Room Nights Lost

Other Location(s) Preferred	44%
Insufficient Local Infrastructure	38%
Geographic Proximity	6%
Event Redesigned/Restructured	5%

Most Room Nights Lost To (FYTD Convention Center Events)



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



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - JUNE 2023

ACTIVE PARTNERS BY CATEGORY

600

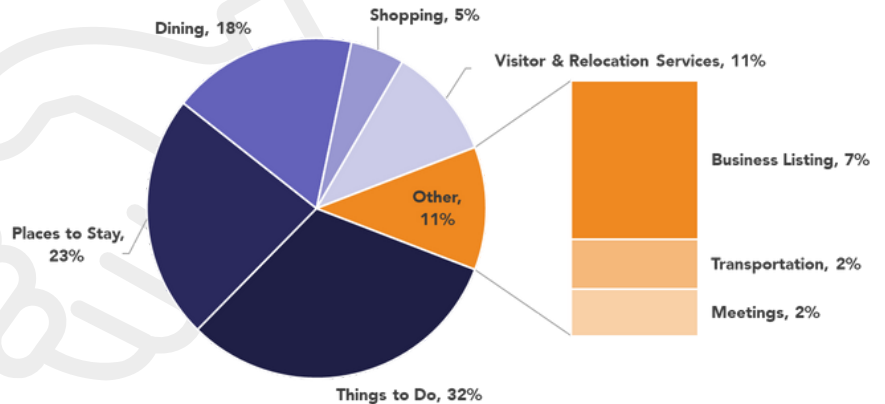
FYTD PARTNERSHIP

-4% ▼

VS. FY22

-4% ▼

VS. FY21



FYTD PARTNER REVENUE OVERVIEW

\$538,682

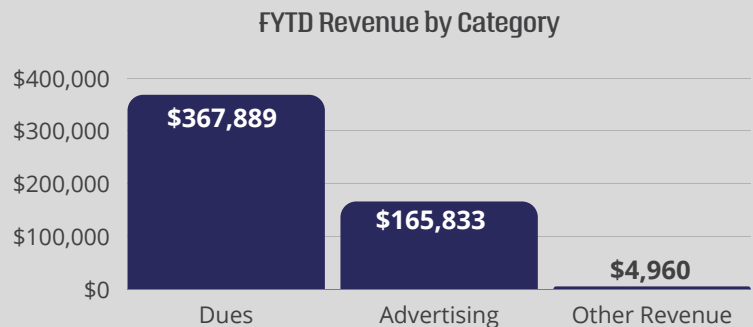
FYTD REVENUE

57% ▲

VS. FY22

108% ▲

VS. FY21



RECENT PARTNER EVENTS

ACE Training at Electric Playhouse

14
ATTENDEES

ACE Training at the Sawmill Market

10
ATTENDEES

New Partner Orientation at Visit
Albuquerque

3
ATTENDEES

NEW PARTNER CORNER:

- Wing It Up
- People & Planet Refill, PBC
- Kickstand Cafe & Cycles
- Santa Fe County Tourism



UPCOMING PARTNER EVENTS

- ACE Training, August 9, 2023, at JC's New York Pizza Department
- New Partner Orientation, August 16, 2023, at Visit Albuquerque.

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

JUNE AT-A-GLANCE

8

TRAVEL ARTICLES
GENERATED

11.1M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

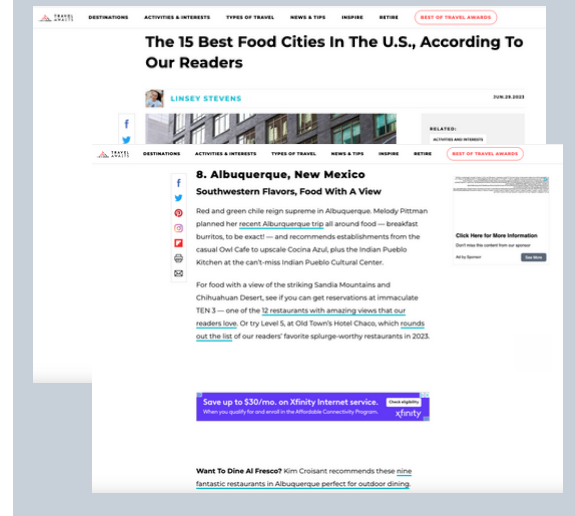
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$103K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

TravelAwaits - BP Score: 90



FEATURED MEDIA EFFORTS*

6/02: 12 Restaurants with amazing views that our readers love - TravelAwaits

6/06: Industry leaders speak about post-pandemic tourism rebound in New Mexico - KRQE

6/06: Visit Albuquerque's ABQ365 highlights June events - KRQE

6/09: Bike your way through 2023: Our readers' Top 10 tour picks - USA TODAY 10Best

6/09: Our 12 all-time favorite splurge-worthy restaurants - TravelAwaits

6/09: Soar above the rest: 10 best hot air balloon rides in the US - USA TODAY 10Best

6/12: 6 Unique summer festivals worth attending - Trazee Travel

6/13: Our 14 favorite diners and greasy spoons in the U.S. - TravelAwaits

6/20: The most underrated hot air balloon festivals - Travel Dreams Magazine

6/29: The 15 best food cities in the U.S., according to our readers - TravelAwaits

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

6/9: "Find Your Summer Fun in Albuquerque"

112,825
LEISURE CONTACTS

OPEN RATE

32%

CLICK-TO-OPEN RATE

4%

6/30: "Celebrate Summer with Music in Albuquerque"

3,260
LOCAL CONTACTS

45%

15%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



132,829



58,621



62,105



32,870

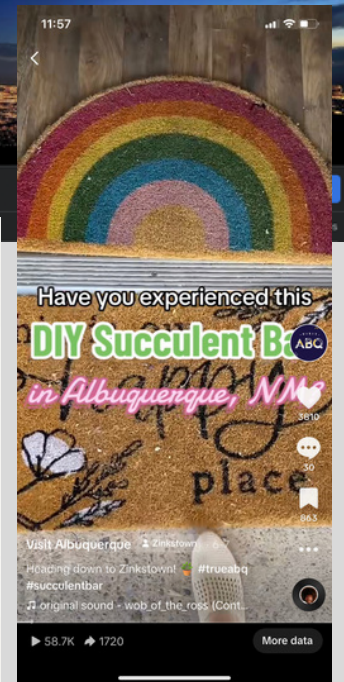
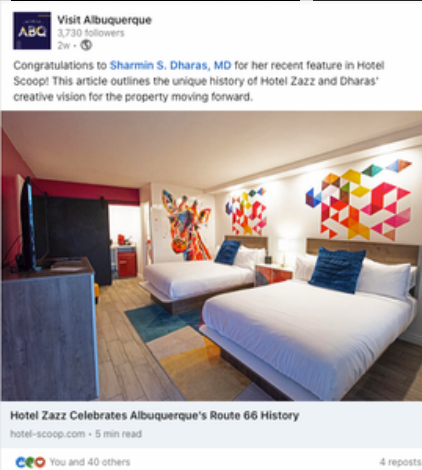
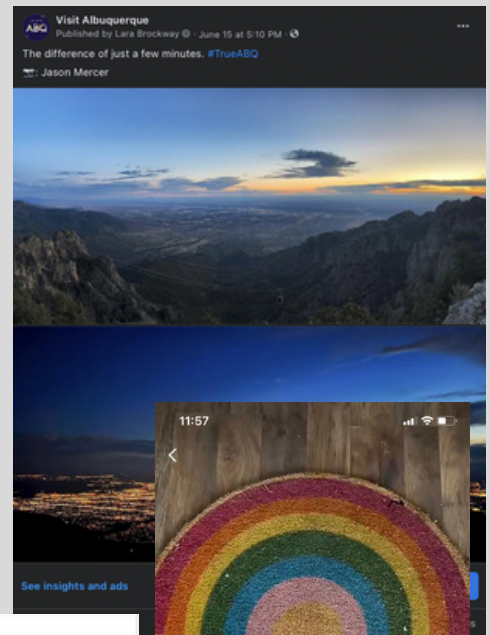
129,897

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

101

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



. v i s i t .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS – JUNE

6/2: Brenna Moore and Scott Craighead attended the Balloon Museum Gala.

6/2: Tania Armenta participated as a Commissioner in the New Mexico Tourism Commission Meeting held in Ruidoso.

6/7: Tania Armenta attended a Destinations International Awards Committee Meeting.

6/13: Tania Armenta attended the Business Issues Council (BIC) Meeting.

6/15: Visit Albuquerque welcomed Daniel Avila an intern from Future Focused Education.

6/15: Liz Burnam exhibited at the Sandia Labs Intern Event.

6/15: Tania Armenta, Angie Jepsen and Visit Albuquerque interns attended the GAHLA Luncheon Meeting with Michael Canfield of IPCC as guest speaker.

6/21: Tania Armenta attended the Balloon Fiesta Board Meeting.

6/21: Tania Armenta attended the City Council Meeting.

6/22: Tania Armenta attended the AREA Town Hall Convening of Business leaders session during the AREA Board Retreat.

6/26: Brenna Moore, Ceela McElveny, and Marisol Lucero attended a meeting with Albuquerque International Sunport.

6/28: Visit Albuquerque staff attended the Economic FORUM meeting of The New Mexico Business Coalition of Diversity panel discussion entitled The Growing Importance of Diversity on NM's Economy of the Future, moderated by Kristelle Siarza, Owner and CEO of Siarza.

6/29: Brenna Moore met with Cathy Cook of the Albuquerque Journal.

Events Hosted by Visit Albuquerque

6/1: Partner Business Exchange at El Vado Motel

6/14: ATMD Governance Committee Meeting

6/20: Visit Albuquerque Executive Committee Meeting

6/21: Visit Albuquerque Partner Orientation