

# December 2022 Destination Dashboard

## LODGERS' TAX COLLECTIONS

▲ **25%**  
VS. OCTOBER 2021

▲ **257%**  
VS. OCTOBER 2020

▲ **17%**  
VS. FYTD 22

▲ **178%**  
VS. FYTD 21

## AVERAGE HOTEL OCCUPANCY

▲ **1%**  
VS. NOVEMBER 2021

▲ **39%**  
VS. NOVEMBER 2020

▲ **5%**  
VS. CYTD 2021

▲ **46%**  
VS. CYTD 2020

## AVERAGE DAILY RATE

▲ **9%**  
VS. NOVEMBER 2021

▲ **56%**  
VS. NOVEMBER 2020

▲ **19%**  
VS. CYTD 2021

▲ **53%**  
VS. CYTD 2020

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

## NOVEMBER 2022 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE  
AVERAGE

**58%**

COMP. SET  
AVERAGE

**60.6%**

U.S. AVERAGE

**59.4%**

0

25

50

75

Source: STR, Inc.

## NOVEMBER 2022 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE  
AVERAGE

**\$103.37**

COMP. SET  
AVERAGE

**\$128.48**

U.S. AVERAGE

**\$144.46**

0

50

100

150

Source: STR, Inc.

# December 2022 Destination Dashboard

## NOVEMBER 2022 - SUNPORT AIRLINE METRICS

**409,698**  
TOTAL PASSENGERS

▲ **14%** VS. NOVEMBER 2021  
TOTAL PASSENGERS

▲ **254%** VS. NOVEMBER 2020  
TOTAL PASSENGERS



TOTAL NOVEMBER  
**DEPLANED** PASSENGERS

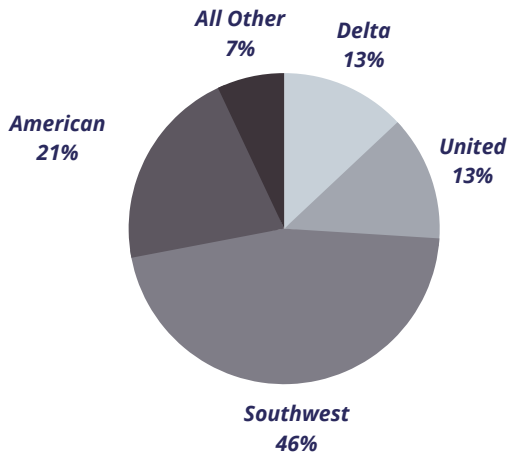
**204,566**

TOTAL NOVEMBER  
**ENPLANED** PASSENGERS

**205,132**



### AIRLINES BY % OF MARKET SHARE



### 5-YR FYTD TOTAL PASSENGERS

FY19 **2,466,837**

FY20 **2,331,781**

FY21 **624,917**

FY22 **1,828,707**

FY23 **2,191,457**

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**43,900**

TOTAL NOVEMBER 2022 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ **6%** VS. NOVEMBER 2021

▲ **24%** VS. NOVEMBER 2020

43.8K  
NOV. 2018

44.5K  
NOV. 2019

41.6 K  
NOV. 2021

43.9 K  
NOV. 2022

**35.3K**  
NOV. 2020

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# December 2022 Destination Dashboard

DECEMBER BUSINESS OCCURRING	DEC '22	DEC '21	% CHANGE VS. DEC '21	% CHANGE VS. DEC '20
# OF MEETINGS/EVENTS	6	8	-25% ▼	N/A
ROOM NIGHTS	6,132	8,233	-26% ▼	N/A
ATTENDANCE	5,906	9,123	-35% ▼	N/A
DIRECT SPEND	\$3,248,954	\$4,227,513	-23% ▼	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	2	13	-35% ▼	550% ▲
ROOM NIGHTS	5,224	23,324	-30% ▼	764% ▲
ATTENDANCE	2,220	33,598	-42% ▼	1.1K% ▲
DIRECT SPEND	\$2,539,211	\$10,105,890	-32% ▼	396% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	69	97	41% ▲	120% ▲
ROOM NIGHTS	19,946	26,880	34% ▲	61% ▲
ATTENDANCE	14,078	33,347	14% ▲	144% ▲
DIRECT SPEND	\$10,102,488	\$13,949,166	63% ▲	73% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	47	21,676	
	SPORTING EVENTS	ROOM NIGHTS	
	47,399	\$10.1M	
	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.

# December 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
FUTURE EVENTS BOOKED	110	89	24% ▲	46	139% ▲
FUTURE ROOM NIGHTS BOOKED	48,685	53,267	-9% ▼	19,441	150% ▲
FUTURE ATTENDANCE BOOKED	66,795	86,633	-23% ▼	16,329	307% ▲
FUTURE DIRECT SPEND	\$23,417,848	\$23,361,209	3% ▲	\$10,096,644	138% ▲
GROUP TOURS**	80	129	-38% ▼	0	N/A
GROUP TOUR ROOM NIGHTS**	5,326	9,800	-46% ▼	0	N/A

MARKETING	FYTD *	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	238,342,873	203,535,673	17% ▲	36,217,203	558% ▲
WEBSITE USER SESSIONS	1,291,209	1,364,513	-5% ▼	673,588	92% ▲
SOCIAL MEDIA FOLLOWERS	265,369	237,895	12% ▲	225,122	18% ▲
SOCIAL MEDIA ENGAGEMENT	494,228	226,218	118% ▲	114,523	332% ▲
VISITOR GUIDE FULFILLMENT	10,606	11,299	-6% ▼	4,540	134% ▲
VISITOR CENTER TRAFFIC	45,669	47,787	-4% ▼	697	6.4K% ▲
EARNED MEDIA‡					
TRAVEL ARTICLES	40	29	38% ▲	37	8% ▲
CIRCULATION REACH	224,030,446	89,684,737	150% ▲	203,935,872	10% ▲
PUBLICITY VALUE	\$2,136,720	\$1,338,453	60% ▲	\$2,648,312	-19% ▼

## FAMILIARIZATION & SITE TOURS

	FYTD 23	FYTD 22 TOTAL	% CHG	FYTD 21 TOTAL	% CHG
SALES	16	24	-33%	7	129%
MEDIA	10	11	-9%	0	N/A



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

\*\*Data reported is quarterly.

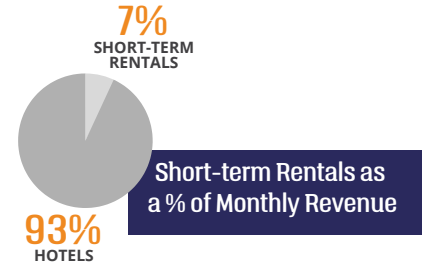
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

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

# December 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Oct '22	Oct '21	
		TOTAL	% CHG
TOTAL REVENUE	\$2,037,405	\$1,626,164	25% ▲
SHORT-TERM RENTALS (STR)**	\$140,875	\$110,403	28% ▲
REVENUE MINUS STR	\$1,896,531	\$1,515,762	25% ▲

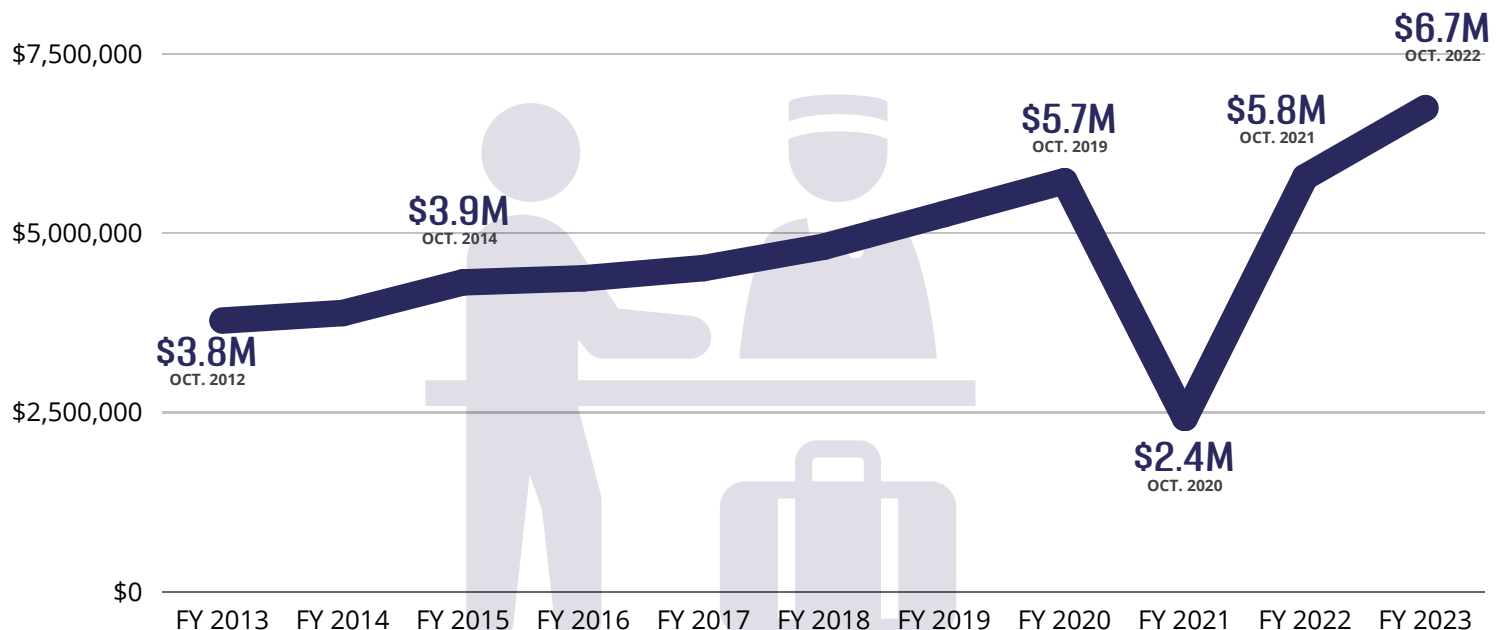


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY22		FYTD vs. FY21	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$6,738,891	\$5,778,265	17% ▲	\$2,423,151	178% ▲
SHORT-TERM RENTALS (STR)**	\$544,511	\$401,615	36% ▲	\$176,472	209% ▲
REVENUE MINUS STR	\$6,194,380	\$5,376,651	15% ▲	\$2,246,679	176% ▲

\*Value rounded up to nearest dollar.

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

## LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



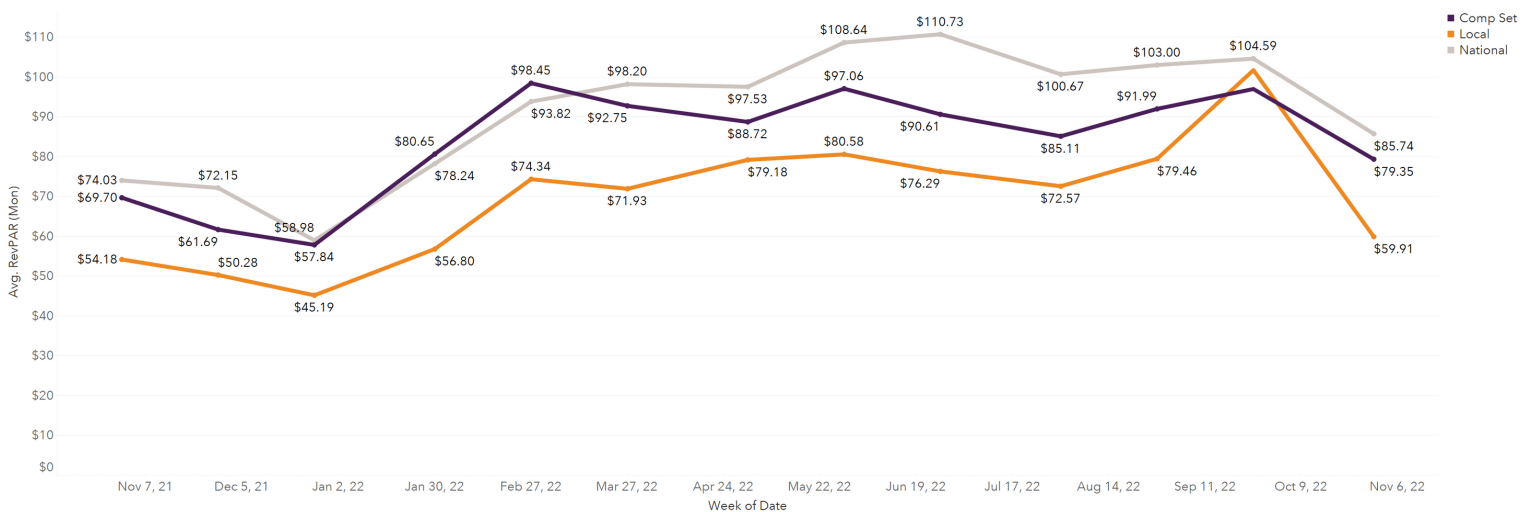


# STR, INC. LODGING INDUSTRY REPORT - November 2022

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	5% ▲	\$109.69	19% ▲	\$72.55	25% ▲
COMP SET*	65%	9% ▲	\$133.19	20% ▲	\$87.31	31% ▲
UNITED STATES	64%	10% ▲	\$149.03	20% ▲	\$94.69	32% ▲

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

## RevPAR: November 2021 - November 2022



Source: STR, Inc.

## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	51%	5% ▲	\$157.24	12% ▲	\$80.33	18% ▲
UPTOWN	61%	33% ▲	\$128.04	8% ▲	\$78.16	44% ▲
AIRPORT	69%	25% ▲	\$115.74	14% ▲	\$79.23	42% ▲
NORTHERN CORRIDOR	61%	21% ▲	\$133.39	16% ▲	\$81.52	39% ▲

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting. Reproduction or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

# SALES, SERVICES & SPORTS - DECEMBER 2022

8

MONTH'S TOTAL  
EVENT BOOKINGS

\$5.1M

ESTIMATED DIRECT  
SPEND GENERATED

10,241

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

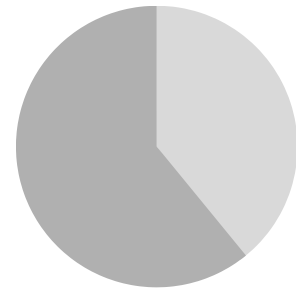
110

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▲ 24%  
FYTD VS. FY 22

▲ 139%  
FYTD VS. FY 21

61%  
SPORTING  
EVENTS



39%  
MEETINGS &  
CONVENTIONS

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### DECEMBER:

- 13-15: IAEE EXPO! EXPO! - LOUISVILLE, KY

### JANUARY:

- 8-10: PCMA CONVENING LEADERS - COLUMBUS, OH
- 23-24: NEW MEXICO HOSPITALITY ASSOCIATION TRENDS CONFERENCE - SANTA FE, NM
- 24-26: RCMA RELIGIOUS CONF MANAGEMENT CONFERENCE - CHATTANOOGA, TN
- 29-2/1: CESSE WINTER MEETING - BALTIMORE, MD

### FEBRUARY:

- 13-15: DESTINATIONS INTERNATIONAL MARKETING & COMMUNICATIONS SUMMIT - NORFOLK, VA
- 18-19: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
- 25-26: TRAVEL & ADVENTURE SHOW - DENVER, CO

### MARCH:

- 2-6: MIC COLORADO - DENVER, CO
- 25: DESTINATION SHOWCASE - NATIONAL HARBOR, MD

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

19

TOTAL LOST  
EVENTS

5,960

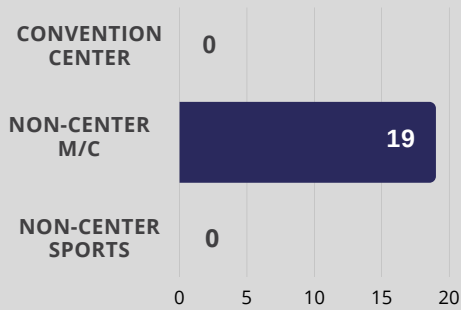
LOST ROOM  
NIGHTS

2,611

LOST ATTENDEES

\$2M

LOST EST. DIRECT  
SPEND

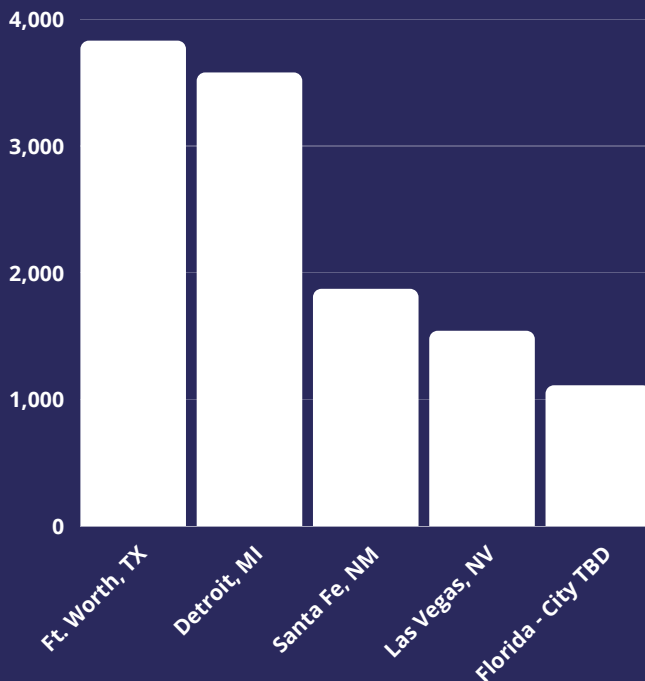


### Convention Center Lost Business Reasons FYTD

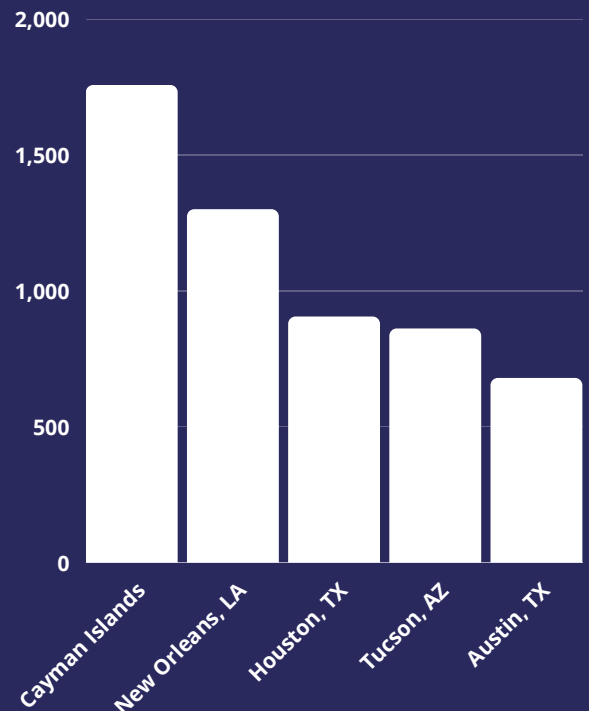
% of Room Nights Lost

Other Location(s) Preferred	43%
Insufficient Local Infrastructure	38%
Geographic Proximity	10%
Other	7%

### 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 - DECEMBER 2022

## ACTIVE PARTNERS BY CATEGORY

624

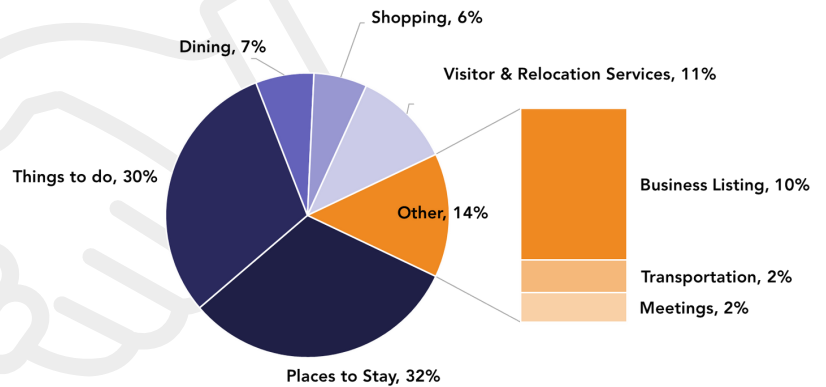
FYTD PARTNERSHIP

0%

VS. FY22

-4%

VS. FY21



## FYTD PARTNER REVENUE OVERVIEW

\$280,981

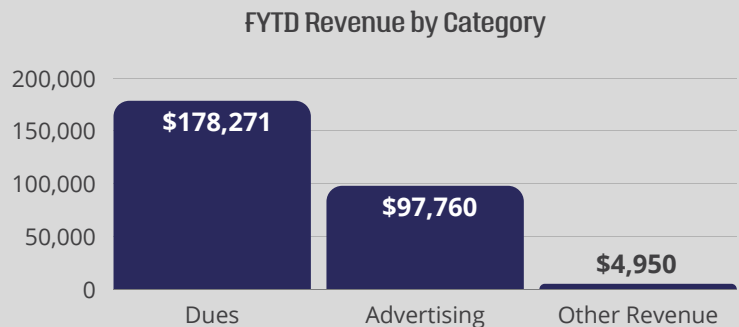
FYTD REVENUE

49% ▲

VS. FY22

172% ▲

VS. FY21



### RECENT PARTNER EVENT

Visit Albuquerque  
Partner Holiday  
Party at Embassy  
Suites

307

ATTENDEES

Partner Extranet  
Training at  
Albuquerque  
Convention Center

27

ATTENDEES



### UPCOMING PARTNER EVENTS

- ACE Training February 22, 2023 at National Museum of Nuclear Science & History

NEW PARTNER CORNER:

MONET'S SKIN STUDIO

## DECEMBER AT-A-GLANCE

4

TRAVEL ARTICLES  
GENERATED

68.5 M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

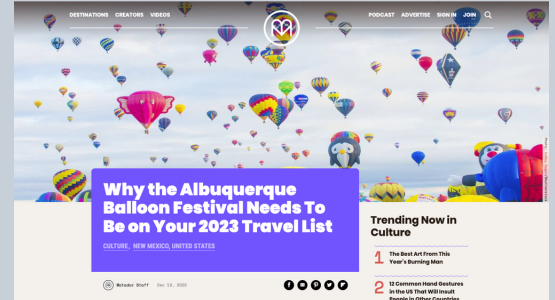
POSITIVE QUALITY  
MEDIA COVERAGE  
(% OF ARTICLES W/ A  
BARCELONA PRINCIPLES  
SCORE OF 55+)

\$633 K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

Matador Network  
BP Score: 103



## FEATURED MEDIA EFFORTS\*

12/5: Six Fantastic Holiday Light Shows Not To Be Missed - Jane Ammeson (Travel + Food Blog)

12/7: Albuquerque Celebrates Bowl Season With 17th Annual New Mexico Bowl - PRWeb

12/8: Family-Friendly Flamenco Holiday Production Happening in Albuquerque - PRWeb

12/8: Ideas for shopping locally this holiday season - KOB

12/9: From 'Breaking Bad' To 'Friends,' Film & TV Drives Up To 96% Of Travel - Forbes

12/14: Visit ABQ has all the Fun Holiday events - KRQE

12/19: Why the Albuquerque Balloon Festival Needs To Be on Your 2023 Travel List Support Local - Matador Network

12/20: 10 best botanical gardens with holiday lights this year - USA TODAY 10Best

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

12/08: "Spend a Wondrous Winter in Albuquerque"

114,569  
LEISURE CONTACTS

30%

3%

12/20: "Discover Wonderful Winter Fun in Albuquerque"

3,249  
LOCAL CONTACTS

33%

12%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 131,591

 59,118

 49,187

 23,379

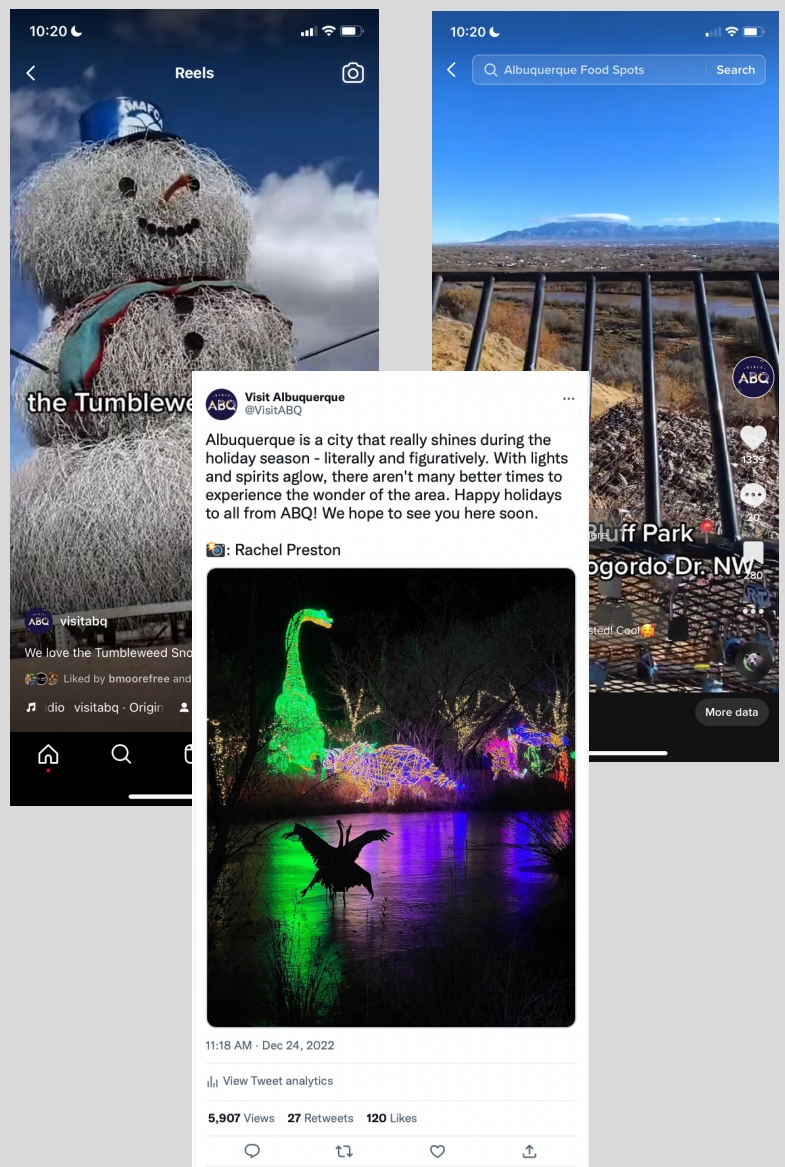
63,705

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

164

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



. v i s i t .  
**ALBUQUERQUE**

CHANGE YOUR PERSPECTIVE

# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

## DECEMBER

5

- Tania Armenta attended New Mexico Hospitality Association Government Affairs Committee Meeting.
- Tania Armenta and Visit Albuquerque Board attended the Albuquerque City Council Meeting.

7

Economic FORUM ~ Mike Canfield, President/CEO of IPCC, provided an update on the IPCC, Inc.'s Current Activities and Future Vision. Emily Howard, Founder/President of Cheetah Strategy presented the Economic Forum Survey Results/Recommendation.

8

Visit Albuquerque staff met with the CABQ Aviation department at the Albuquerque Sunport.

14

- Visit Albuquerque staff met with the Albuquerque International Balloon Fiesta team.
- Visit Albuquerque staff attended the GAHLA Holiday Luncheon.

16

Visit Albuquerque staff attended 2022 New Mexico Bowl Luncheon at Isleta Resort & Casino.

17

Visit Albuquerque staff volunteered at the New Mexico Bowl Fan Fest prior to attending the 2023 New Mexico Bowl.

## Events Hosted by Visit Albuquerque

12/1: Visit Albuquerque Holiday Party

12/6: Sales Training with ASM Global led by Jerome Wade

12/13: Visit Albuquerque Volunteer Appreciation Luncheon

12/20: Visit Albuquerque Executive Committee Meeting

