

# March 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. JANUARY 2020

**-43.9%**

VS. PYTD

**-54.5%**

## AVERAGE HOTEL OCCUPANCY

VS. FEBRUARY 2020

**-20.0%**

VS. PYTD

**-16.1%**

## AVERAGE DAILY RATE

VS. FEBRUARY 2020

**-21.8%**

VS. PYTD

**-20.4%**

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

## FEBRUARY 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**

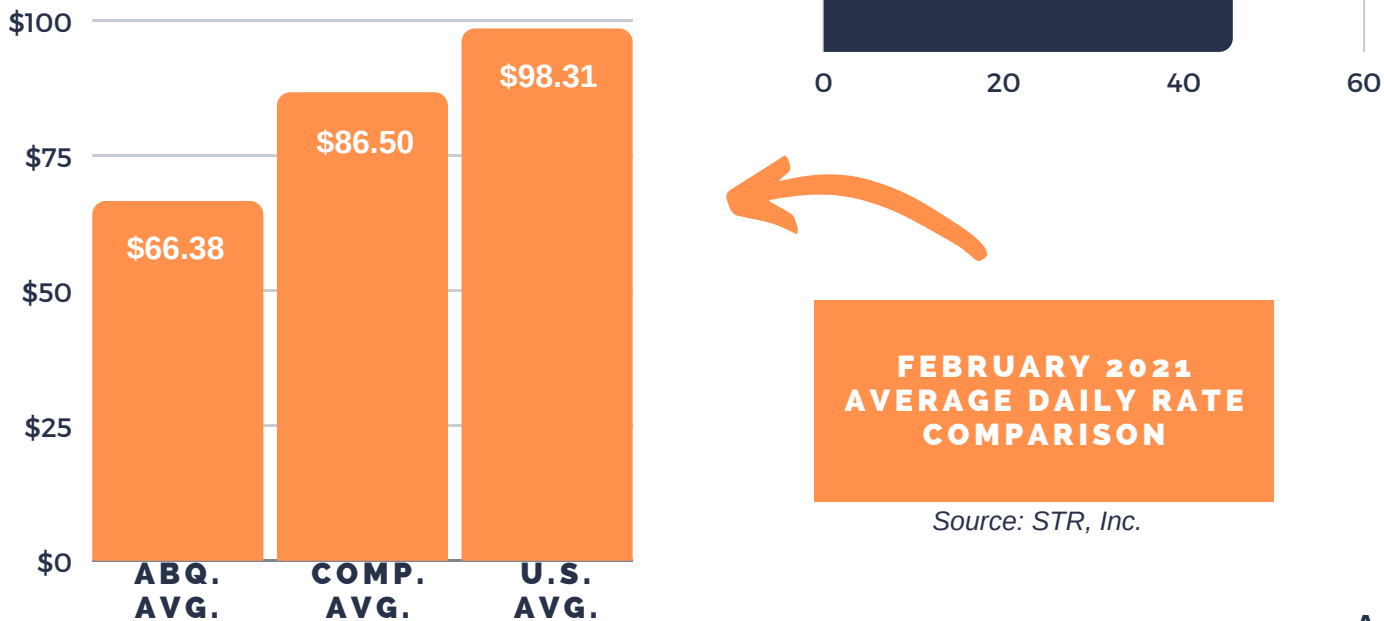
49.1%

**COMP. AVERAGE**

51.3%

**U.S. AVERAGE**

45.3%



## FEBRUARY 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# March 2021 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL FEBRUARY  
ENPLANED PASSENGERS**

**52,726**

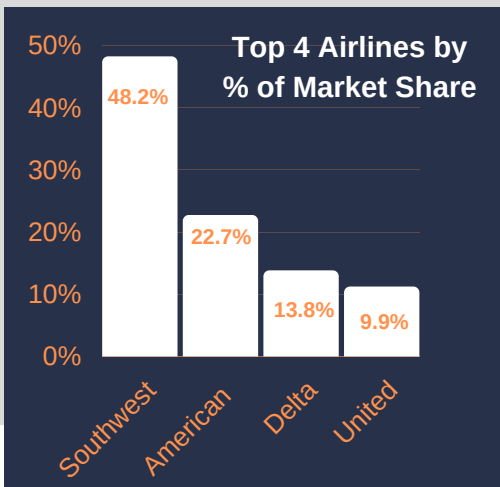
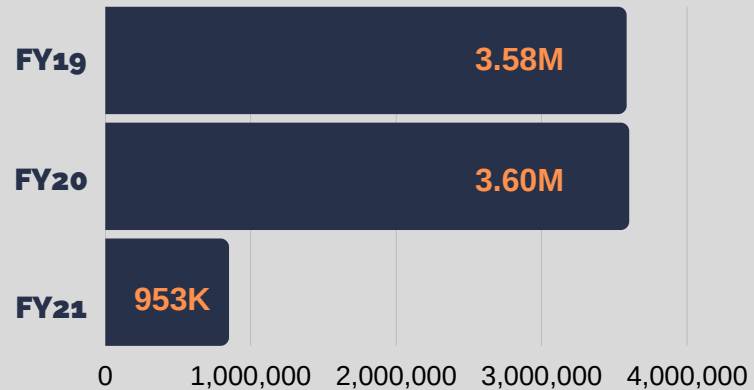


**TOTAL FEBRUARY  
DEPLANED PASSENGERS**

**51,990**

**VS. FEBRUARY 2021  
TOTAL PASSENGERS**  
**-70.1%**

**FYTD TOTAL  
PASSENGERS**



**TOTAL FEBRUARY LEISURE &  
HOSPITALITY EMPLOYMENT**

**\* 33,300**

**VS. FEBRUARY 2020**

**-24.5%**

**CYTD VS. PYTD**

**-26.0%**

Source: Bureau of Labor Statistics


\*Preliminary BLS figure

# March 2021 Destination Dashboard

**MARCH  
 BUSINESS  
 OCCURRING**




	Mar '21	% Change vs. Mar '20	% Change vs. PYTD
# of Meetings/Events	0	-100%	-94.4%
Room Nights	0	-100%	-99.5%
Attendance	0	-100%	-98.7%
Direct Spend	\$0	-100%	-99.5%



**FUTURE CITYWIDE\*  
 EVENTS BOOKED FYTD**

NEW	TOTAL
4	4
<b>ATTENDEES</b> 6,650	<b>ATTENDEES</b> 6,650
<b>ROOM NIGHTS</b> 11,212	<b>ROOM NIGHTS</b> 11,212
<b>DIRECT SPEND</b> \$6.2M	<b>DIRECT SPEND</b> \$6.2M



**FUTURE NON-CITYWIDE  
 EVENTS BOOKED FYTD**

<b>TOTAL</b>	54
<b>ATTENDEES</b>	17,674
<b>ROOM NIGHTS</b>	20,317
<b>DIRECT SPEND</b>	\$9.6M

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

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



<b># OF EVENTS</b>	14	<b>ATTENDEES</b>	6,929
<b>ROOM NIGHTS</b>	8,446	<b>DIRECT SPEND</b>	\$4.3M

# March 2021 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 58  
PYTD: 159 ▼ -63.5%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 31,529  
PYTD: 114,496 ▼ -72.5%

## FUTURE ATTENDANCE BOOKED

FYTD: 24,324  
PYTD: 156,054 ▼ -84.4%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$15.8M  
PYTD: \$49.2M ▼ -67.9%

## ADVERTISING IMPRESSIONS

FYTD: 39.9M  
PYTD: 94.8M ▼ -57.9%

## WEBSITE USER SESSIONS

FYTD: 1,004,143  
PYTD: 1,674,858 ▼ -40.1%

## VISITOR GUIDE FULFILLMENT

FYTD: 8,589  
PYTD: 21,775 ▼ -60.6%

## VISITOR CENTER TRAFFIC

FYTD: 1,107  
PYTD: 100,284 ▼ -98.9%

## ACE TRAINEES

FYTD: 0  
PYTD: 152 ▼ -100%

## GROUP TOURS

FY21-Q1-Q3: 0  
FY20-Q1-Q3: 232 ▼ -100%

## GROUP TOUR ROOM NIGHTS

FY21-Q1-Q3: 0  
FY20-Q1-Q3: 15,651 ▼ -100%

## SOCIAL MEDIA FOLLOWERS

FYTD: 220,134  
PYTD: 222,793 ▼ -1.2%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 194,763  
PYTD: 372,108 ▼ -47.7%

## FYTD EARNED MEDIA COVERAGE\*

Travel Articles Generated

46

Circulation/Reach  
211,533,364

Publicity Value  
\$4.3M

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

## SALES FAMILIARIZATION & SITE TOURS

FYTD: \*13  
PYTD: 72 ▼ -81.9%

\*FYTD Includes 7 Virtual Site Tours

## FY21 MEDIA SITE VISITS

1

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

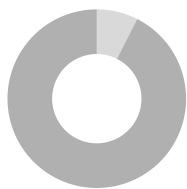
# March 2021 President's Report

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

	VS. JAN 2020	VS. PYTD
<b>TOTAL JANUARY 2020 REVENUE</b> \$498,630.00	▼ -43.9%	▼ -54.5%
<b>*SHORT-TERM RENTALS ONLY</b> \$47,734.15	▼ -20.7%	▼ -16.0%
<b>MINUS SHORT-TERM RENTALS</b> \$450,895.85	▼ -45.6%	▼ -56.1%



Short-Term Rentals  
7.5%

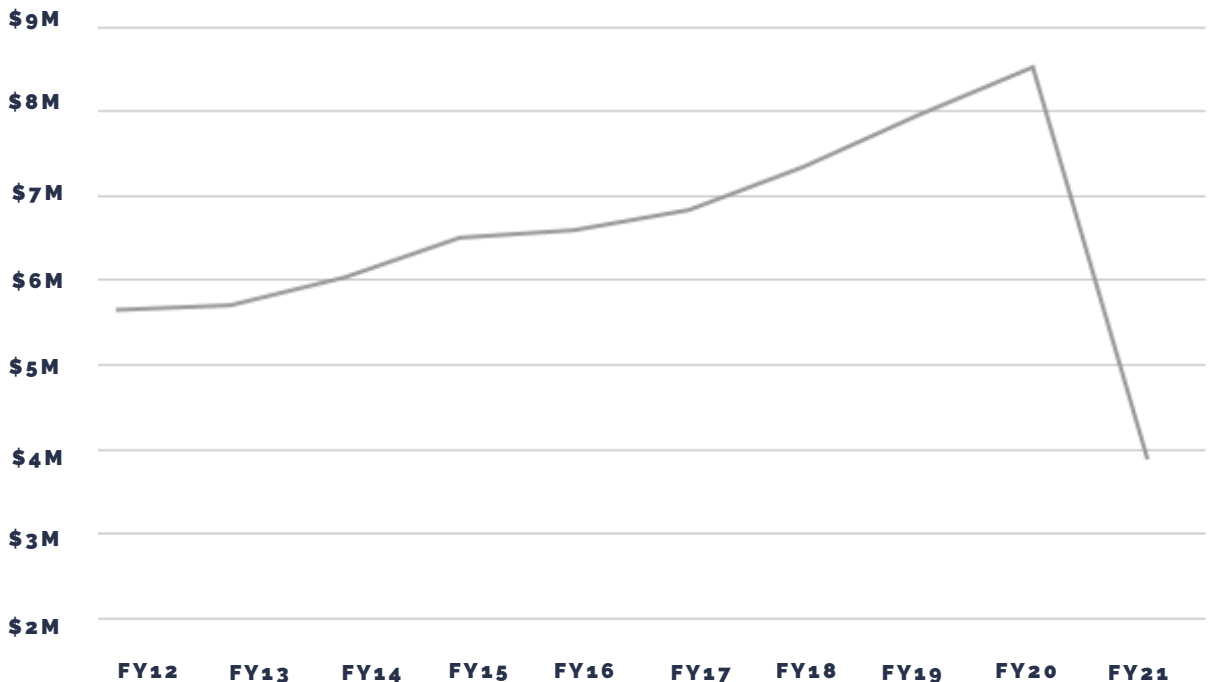


Non  
92.5%

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



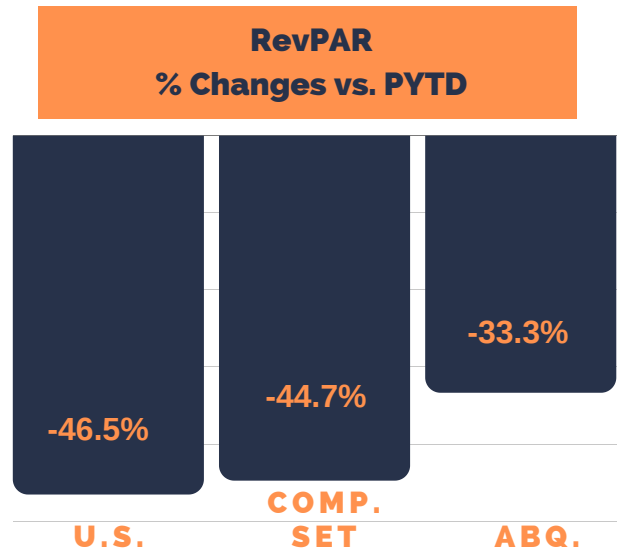
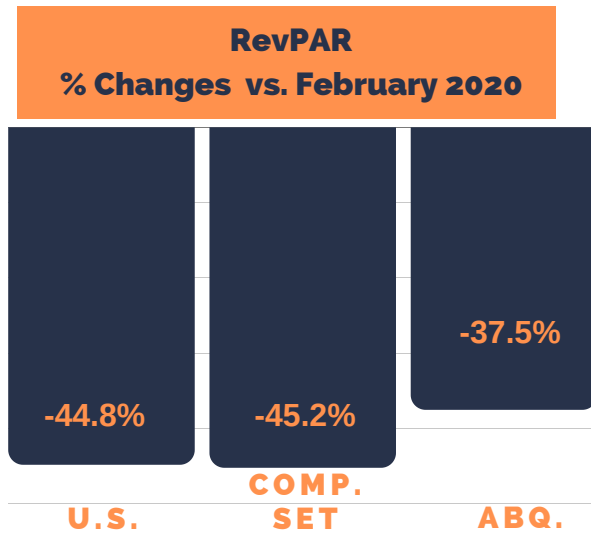
Source: City of Albuquerque



# 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	<b>46.9%</b>	<b>-16.1%</b>	<b>\$65.79</b>	<b>-20.4%</b>	<b>-33.3%</b>	<b>-21.7%</b>
*Comp. Set Average	<b>47.8%</b>	<b>-23.3%</b>	<b>\$83.73</b>	<b>-25.7%</b>	<b>-44.7%</b>	not available
U.S. Average	<b>42.2%</b>	<b>-27.5%</b>	<b>\$94.65</b>	<b>-26.2%</b>	<b>-46.5%</b>	<b>-29.0%</b>

\*Comp Set Includes: Amarillo, Austin, Charlotte, Colorado Springs, Denver, Little Rock, Lubbock, Phoenix, 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	<b>24.0%</b>	<b>-61.6%</b>	<b>\$108.75</b>	<b>-8.6%</b>	<b>-64.9%</b>
Uptown	<b>21.9%</b>	<b>-64.2%</b>	<b>\$93.87</b>	<b>-11.4%</b>	<b>-68.3%</b>
Airport	<b>28.4%</b>	<b>-55.7%</b>	<b>\$76.43</b>	<b>-20.4%</b>	<b>-64.7%</b>
Northern Corridor	<b>28.7%</b>	<b>-51.0%</b>	<b>\$84.33</b>	<b>-19.4%</b>	<b>-60.5%</b>

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

5

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$1.6M

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

4,725

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



126

FYTD VS. PYTD

-69.9%

Mtgs. & Conventions  
39.9%



Sporting Events  
60.1%

Month's Room Nights  
Booked by Event Type

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### MARCH:

19: PCMA LEADERS CALL

23: MILITARY REUNION NETWORK STATE OF THE INDUSTRY

### APRIL:

8: GLOBAL MEETINGS INDUSTRY DAY

21-23: INDEPENDENT PLANNER EDUCATION CONFERENCE,  
LOUISVILLE, KY

### JUNE:

2: MIC OF COLORADO, DENVER

7-10: MILITARY REUNION NETWORK, COLORADO SPRINGS

15-17: MPI WEC, LAS VEGAS

28-30: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE, DALLAS

. VISIT .

ALBUQUERQUE

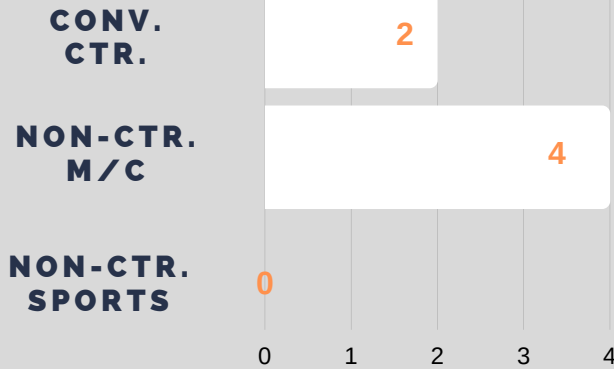
CHANGE YOUR PERSPECTIVE

# CONVENTION SALES, SERVICES & SPORTS (CONT.)

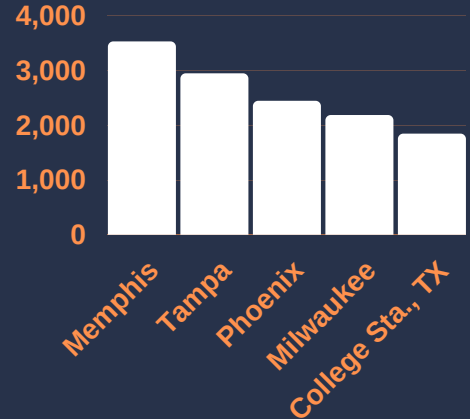
## LOST BUSINESS

### MONTH'S TOTAL LOSSES

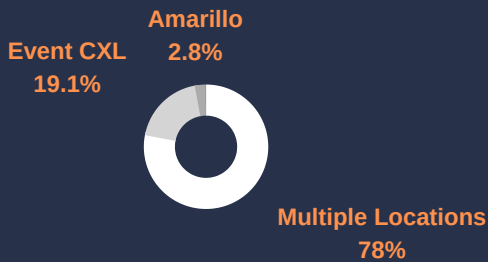
6



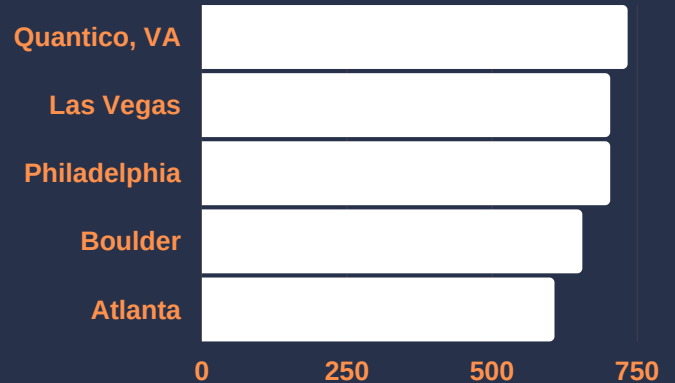
### Most Room Nights Lost To (FYTD Conv. Ctr. Events)



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



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



### Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	63%
Rotational Issues	15%
Insufficient Local Infrastructure	9%

**MONTH'S ROOM NIGHTS LOST**  
6,195

**MONTH'S ATTENDEES LOST**  
2,310

**MONTH'S DIRECT SPEND LOST**  
\$2.5M



# PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

5



FYTD MEMBERSHIP

633

VS. PYTD

-11%

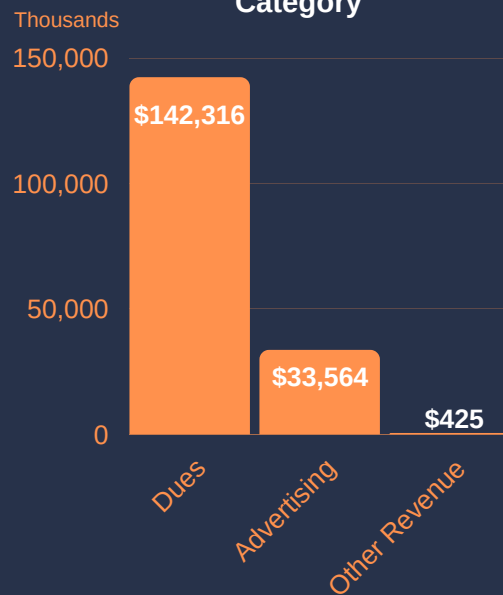
FYTD REVENUE

\$176,305

VS. PYTD

-56%

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

11

# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

2

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

175K

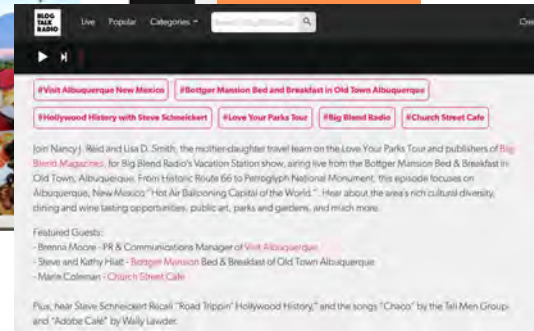
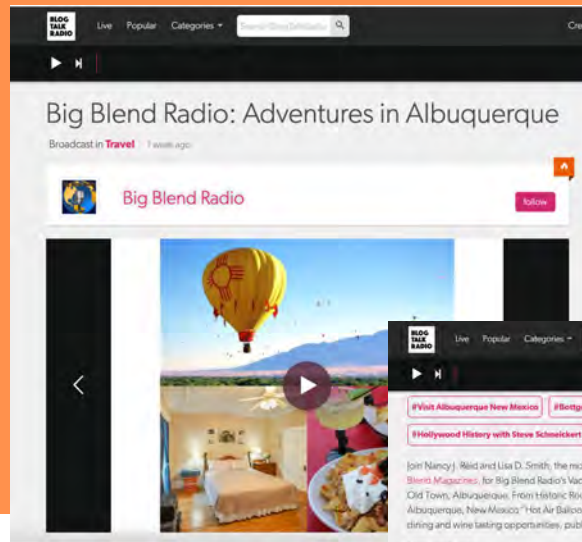
POSITIVE QUALITY  
MEDIA COVERAGE  
(% OF ARTICLES W/ A  
BARCELONA PRINCIPLES  
SCORE OF 55+)

100%

CORRESPONDING  
PUBLICITY VALUE

\$41.17

Big Blend Radio  
BP Score: 125



FEATURED MEDIA  
EFFORTS

**3/5: Business leaders reflect on long-term industry impacts of virus - Albuquerque Journal (print and online)**

**3/8: Special project: The pandemic, a year later - Albuquerque Journal (print and online)**

**3/11: Pride Journey Summer Getaway: Albuquerque, New Mexico - Pride Journeys**

**3/12: Visit Albuquerque names #TrueABQ Challenge winner - Albuquerque Business First (print and online)**

**3/15: ABQ 365 spotlights St. Patrick's Day festivities - KRQE (broadcast and online)**

**3/19: City of Albuquerque unveils new indoor track - Albuquerque Business First (print and online)**

**3/25: Yjastros: The American Flamenco Repertory Company to Perform First Show of 2021 Streaming Live From Tablao Flamenco Albuquerque - PRWeb (syndicated)**

**3/30: Big Blend Radio: Adventures in Albuquerque - Big Blend Radio (online and broadcast, syndicated)**

Local Media

National Media

.VISIT.  
**ALBUQUERQUE**

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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"CELEBRATE WOMEN'S HISTORY MONTH IN ALBUQUERQUE"

122,695 LEISURE CONTACTS

8.9%

4.3%

"CELEBRATE WOMEN'S HISTORY MONTH"

3,021 LOCAL CONTACTS

22.1%

9.5%

## TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH


20,388

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 123,125

 58,104

 38,905

 visitabq Stunning high desert colors and shapes that just won't quit. #TrueABQ



 Visit Albuquerque  
March 25 · 🌐

These hidden experiences and offbeat spots should definitely be on your Albuquerque bucket list. #TrueABQ



HIGH ENGAGEMENT POSTS OF THE MONTH

.VISIT.

ALBUQUERQUE

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# 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

**3/1, 8, 15 & 29:** Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference

**3/31:** Brenna Moore live interview with Big Blend Radio

**3/4:** Tania Armenta attended Destinations International DMAP Board Meeting via video conference

**3/25:** Attended Lodgers' Tax Advisory Board Meeting via video conference

**3/29:** Tabitha Stallworth conducted a virtual site visit for the International Erosion Control Association

**3/10:** Attended Greater ABQ Chamber Event: The Way Forward

**3/14:** Attended Mayor's State of the City Address

**3/24:** Tania Armenta attended Economic Forum via video conference

**3/17:** Tania Armenta virtually attended Destination Capitol Hill coordinated by US Travel

**3/24:** Misty Jester hosted a site visit for USS Hollister

**3/18:** Tania Armenta attended the virtual AED quarterly luncheon

**3/17:** Attended Press Conference for New Indoor Track at ACC



## Events Hosted by Visit Albuquerque

- 3/4:** DOS meeting via video conference
- 3/11:** DOS meeting via video conference
- 3/18:** Visit Albuquerque Executive Committee meeting via video conference
- 3/18:** DOS meeting via video conference
- 3/23:** Visit Albuquerque Board of Directors video meeting with Mayor Keller attending
- 3/26:** Downtown 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.

. V I S I T .

# 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. Red to Turquoise framework updated. See chart provided on next page.

**APRIL 2021**



# RED-TO-TURQUOISE FRAMEWORK

**RED:** Case rate of greater than 8 cases per 100,000 AND an average test positivity rate greater than 5%.

**YELLOW:** Case rate of no greater than 8 cases per 100,000 OR average test positivity rate less than or equal to 5%.

**GREEN:** Case rate of no greater than 8 cases per 100,000 AND average test positivity rate less than or equal to 5%.

**TURQUOISE:** Green Level maintained for two consecutive biweekly map updates.

	RED	YELLOW	GREEN	TURQUOISE
<b>Mass gathering limit</b>	5 people	10 people	20 people	150 people
<b>Places of lodging that are NM Safe Certified</b>	40% of max occupancy	60% of max occupancy	75% of max occupancy	No restrictions
<b>Places of lodging that are not NM Safe Certified</b>	25% of max occupancy	33% of max occupancy	40% of max occupancy	50% of max occupancy
<b>Vacation rentals</b>	5 guests maximum	5 guests maximum	10 guests maximum	15 guests maximum
<b>Outdoor dining at food and drink establishments</b>	25% of max capacity; must close to in-person dining by 9 p.m. if alcohol is served	75% of max capacity; must close to in-person dining by 10 p.m. if alcohol is served	75% of max capacity	75% of max capacity
<b>Indoor dining at food and drink establishments</b>	Not permitted	33% of max capacity if NM Safe Certified; not allowed otherwise. Must close to in-person dining by 10 p.m. if alcohol is served	50% of max capacity if NM Safe Certified; not allowed otherwise	75% of max capacity if NM Safe Certified; not allowed otherwise
<b>Bars and clubs</b>	Closed	Closed	25% of max capacity of any outdoor space; indoor closed	33% max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
<b>Large entertainment venues</b>	Closed	25% of max capacity of any outdoor space on the premises; 25% of max capacity of any indoor space ONLY for purposes of recording and broadcasting (live, in-person audiences not permitted indoors)	25% of max capacity of any indoor or enclosed space; 50% of max capacity of outdoor spaces	33% of max capacity for any indoor or enclosed space; 75% of max capacity of outdoor spaces
<b>Essential retail businesses</b>	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
<b>Essential businesses, non-retail</b>	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions	Must limit operations to those necessary to carry out essential functions
<b>Close-contact businesses</b>	25% of max capacity or 10 customers at a time, whichever is smaller	33% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity	75% of max capacity; no restrictions on outdoor spaces
<b>Houses of worship</b>	25% of max capacity indoors; no restriction on outdoor spaces	33% of max capacity indoors; no restriction on outdoor spaces	50% of max capacity indoors; no restriction on outdoor spaces	75% of max capacity indoors; no restriction on outdoor spaces
<b>Recreational facilities</b>	25% of max capacity of any outdoor spaces on the premises; indoor closed; amusement parks closed	33% of max capacity of any outdoor spaces on the premises; indoor closed	25% of max capacity of any indoor or enclosed space; 50% of max capacity of any outdoor space	50% of max capacity of any indoor or enclosed space; 75% of max capacity of any outdoor space
<b>Outdoor recreational facilities</b>	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	33% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	50% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	75% of max capacity
<b>All other businesses</b>	25% of max capacity	33% of max capacity	50% of max capacity	75% of max capacity indoors; no restriction on outdoor spaces

Updated 4/9/21