

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD

MAY 2019

Fiscal Year July 1 – June 30

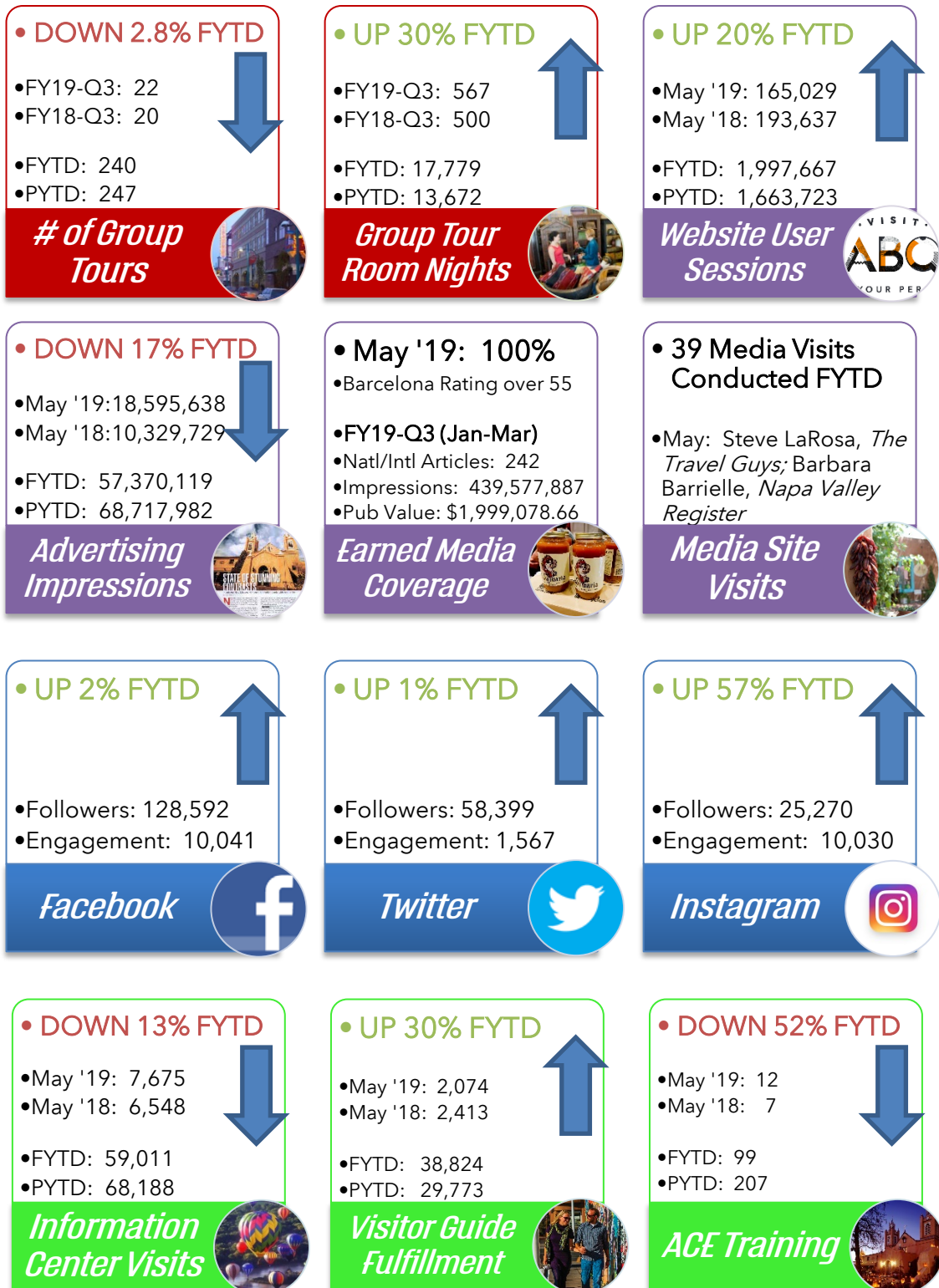


.VISIT.
ALBUQUERQUE
 CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD

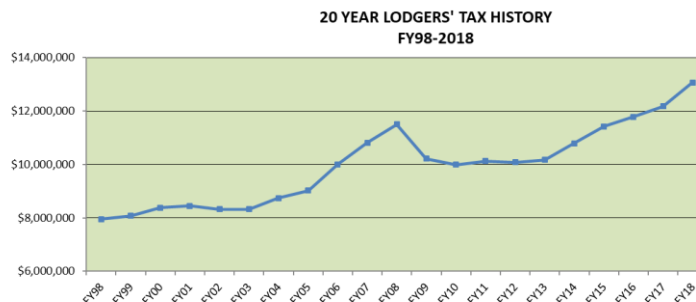
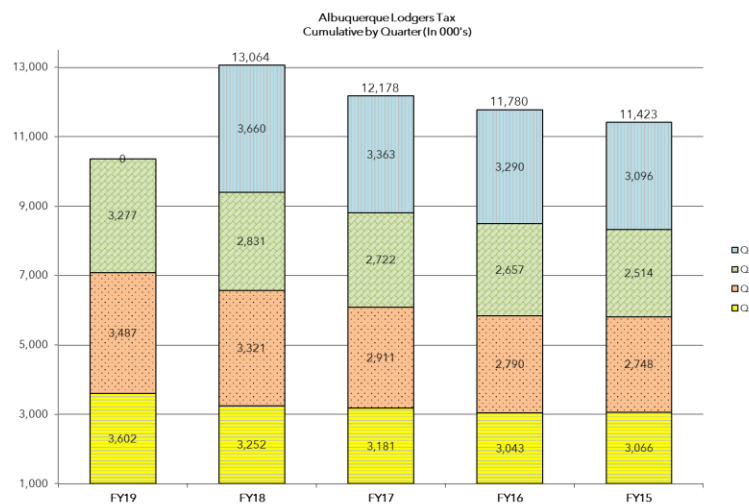
MAY 2019

Fiscal Year July 1 – June 30



PRESIDENT'S REPORT MAY 2019

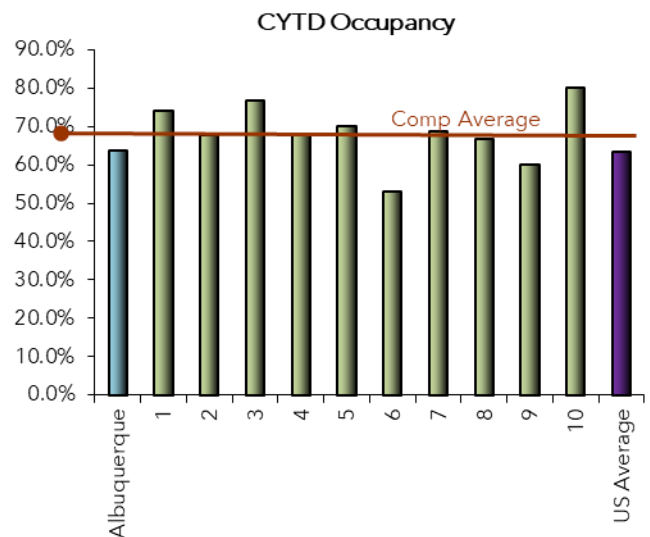
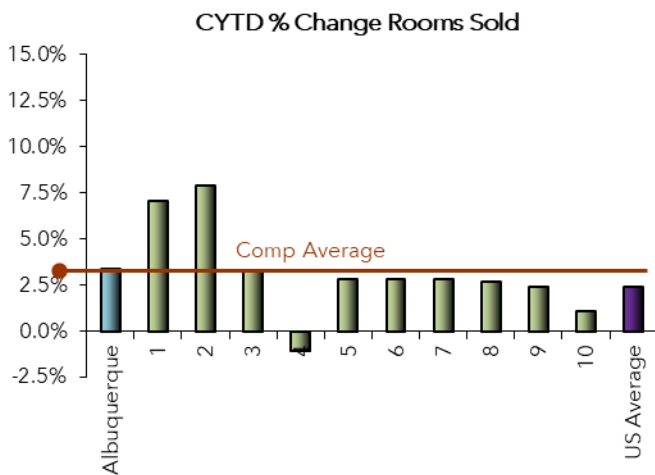
5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Mar '19	Mar '18	% Ch from Mar '18	FYTD	PYTD	FY % Ch
\$1,311,042.66	\$1,176,112.97	11.5%	\$9,849,806.14	\$9,128,741.10	7.9%
Monthly Comparison Airbnb					
Mar '19	Mar '18	% Ch from Mar '18	FYTD	PYTD	FY % Ch
\$52,979.82	\$37,112.73	42.8%	\$361,245.33	\$142,198.14	154.0%
Monthly Comparison Total Revenue excluding Airbnb					
Mar '19	Mar '18	% Ch from Mar '18	FYTD	PYTD	FY % Ch
\$1,320,771.00	\$1,206,997.08	9.4%	\$10,005,363.26	\$9,262,152.83	8.0%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Mar '19	Mar '18	% Ch from Mar '18	FYTD	PYTD	FY % Ch
\$1,373,750.82	\$1,244,109.81	10.4%	\$10,366,608.59	\$9,404,350.97	10.2%



STR, INC.

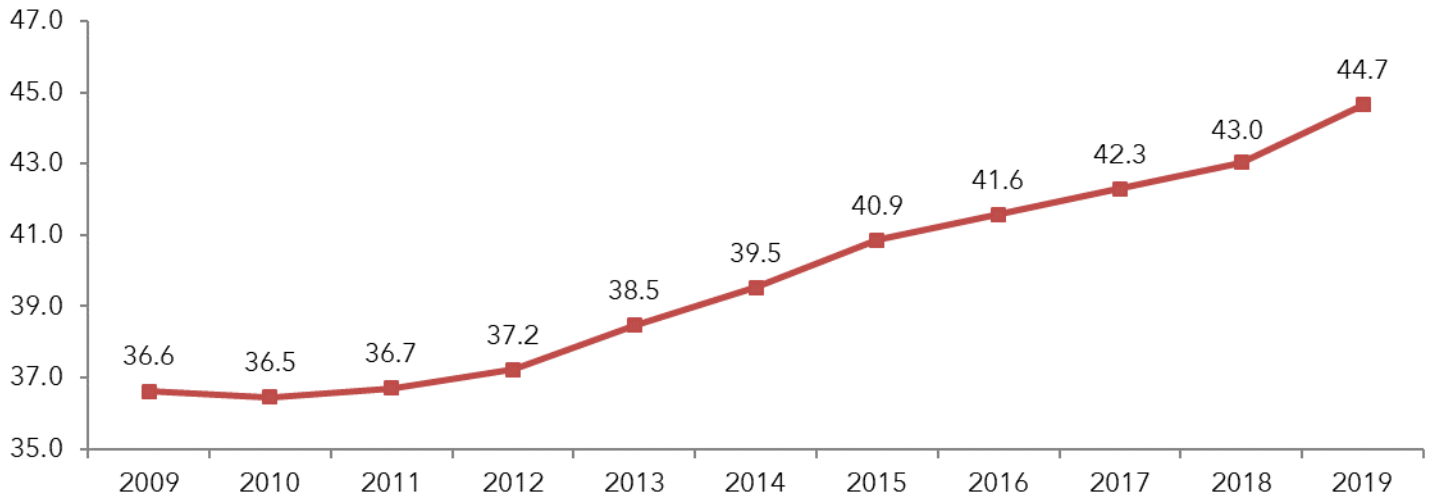
Lodging Industry Report												
April 2019							Calendar Year to Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	69.9%	4.0%	\$90.28	5.2%	9.4%	2.9%	63.9%	4.1%	\$85.21	5.1%	9.3%	3.4%
Markets												
1	79.2%	3.8%	\$152.03	0.0%	3.8%	6.2%	74.2%	3.2%	\$152.72	1.4%	4.6%	7.1%
2	73.9%	0.6%	\$132.02	2.9%	3.5%	9.2%	67.7%	0.5%	\$124.28	2.5%	3.0%	7.9%
3	71.9%	2.5%	\$121.38	0.3%	2.8%	1.9%	76.9%	3.6%	\$134.74	2.5%	6.2%	3.3%
4	69.5%	-1.6%	\$109.99	0.2%	-1.4%	-0.8%	68.2%	-2.8%	\$112.14	0.9%	-2.0%	-1.1%
5	71.3%	0.6%	\$91.64	-5.3%	-4.7%	0.6%	70.0%	2.9%	\$91.14	1.1%	4.0%	2.8%
6	58.0%	3.7%	\$83.24	-1.9%	1.7%	3.7%	53.0%	2.5%	\$82.47	0.8%	3.3%	2.8%
7	72.2%	-3.2%	\$111.54	-1.7%	-4.8%	0.3%	68.6%	-0.8%	\$115.08	2.5%	1.7%	2.8%
8	73.0%	-0.4%	\$130.81	0.0%	-0.4%	3.8%	66.9%	-2.1%	\$124.23	0.1%	-1.9%	2.7%
9	64.8%	-2.0%	\$86.06	-1.0%	-3.0%	1.8%	59.9%	-2.3%	\$82.71	-1.9%	-4.1%	2.4%
10	75.3%	-2.1%	\$147.79	0.3%	-1.8%	-1.3%	80.0%	0.6%	\$168.94	3.3%	3.9%	1.1%
Comp Average	70.8%	0.5%	\$114.25	-0.1%	0.5%	2.6%	68.1%	0.9%	\$115.79	1.7%	2.5%	3.2%
US Average	68.0%	0.3%	\$131.85	0.9%	1.2%	2.3%	63.3%	0.3%	\$129.82	1.0%	1.4%	2.4%

Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	78.7%	1.4%	\$130.95	9.1%	10.5%	1.4%	71.6%	6.1%	\$124.88	6.3%	12.8%	6.1%
Uptown	74.1%	1.0%	\$111.07	5.4%	6.5%	1.0%	67.1%	5.8%	\$106.80	4.7%	10.7%	5.8%
Airport	82.4%	-1.1%	\$105.16	11.7%	10.4%	-1.1%	75.9%	3.2%	\$98.99	9.9%	13.4%	3.2%
N Corridor	70.8%	5.6%	\$108.16	6.3%	12.2%	5.6%	66.1%	1.4%	\$105.59	7.3%	8.8%	1.4%



Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January - April (In Thousands)

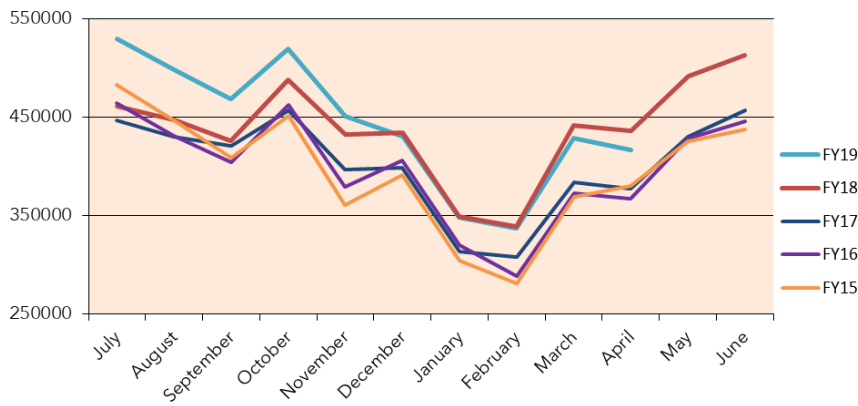


Source: Bureau of Labor Statistics

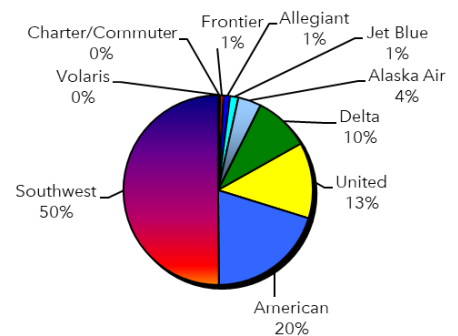
Albuquerque International Sunport Activity

Aviation Passengers						
	Apr '19	Apr '18	% Ch from Apr '18	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	210,095	218,977	-4.1%	2,218,196	2,126,354	4.3%
Total Deplaned Passengers	206,860	217,114	-4.7%	2,210,260	2,128,047	3.9%
Total All Passengers	416,955	436,091	-4.4%	4,428,456	4,254,401	4.1%

Total Passengers by Fiscal Year

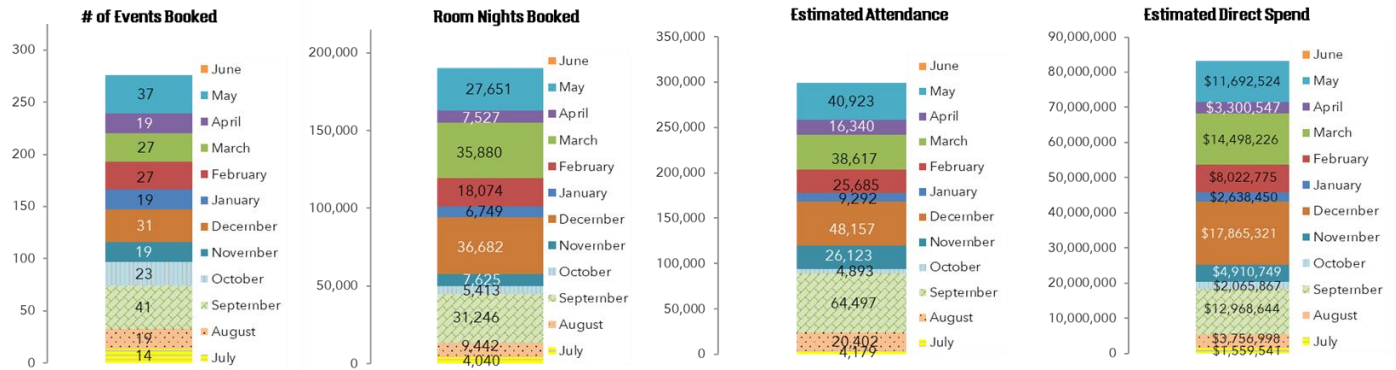


April 2019 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

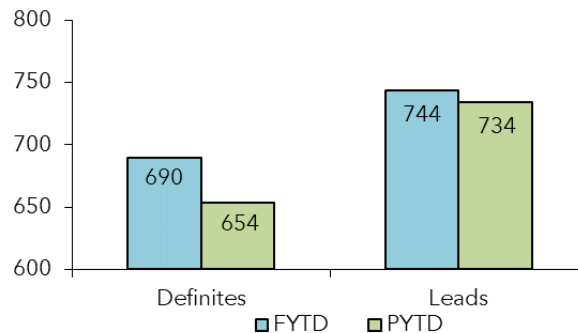


May					FYTD			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	37	27,651	40,923	\$11,692,524	276	190,329	299,108	\$83,279,642
New Citywides	2	4,297	3,972	\$1,712,515	18	38,535	39,222	\$17,229,055
Total Citywides	8	17,097	25,442	\$7,011,281	53	118,558	177,835	\$50,822,768
Total Non-Citywides	29	10,554	15,481	\$4,681,243	223	71,771	121,273	\$32,456,874

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	8	6,153	3,393	\$2,703,060	141	53,524	54,990	\$25,246,789
New Citywides	1	3,168	1,200	\$1,187,448	5	10,693	4,800	\$5,240,692
Total Citywides	1	3,168	1,200	\$1,187,448	6	11,183	5,800	\$5,542,939
Non-Citywides	7	2,985	2,193	\$1,515,612	135	42,341	49,190	\$19,703,850

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	29	21,498	37,530	\$8,989,464	135	136,805	244,118	\$58,032,853
New Citywides	1	1,129	2,772	\$525,067	13	27,842	34,422	\$11,988,363
Total Citywides	7	13,929	24,242	\$5,823,833	47	107,375	172,035	\$45,279,829
Non-Citywides	22	7,569	13,288	\$3,165,631	88	29,430	72,083	\$12,753,024

Average Room Nights per Group



Current Tentatives							
Room Nights				We are projecting to turn the following room nights in:			
				Jun	Jul	Aug	% of Total
Center M/C		70,501		6,221	4,903	0	15.8%
Center Sports		5,138		0	0	1,898	36.9%
NC Mtgs/Conv		33,938		3,855	2,295	0	18.1%
NC Sports		24,023		3,395	814	0	17.5%
Total		133,600		13,471	8,012	1,898	17.5%

Center Lost Business FYTD

100% of Lost Business Shown - Total 131,091

Reason	Count	Percentage
Downtown Hotel Package	22,689	17%
Preferred Location Available	19,821	15%
*Other - See chart below	18,868	14%
No Response from Planner	17,318	13%
Board/Membership Vote	15,116	12%
Destination Desirability	8,874	7%
Local Support/Membership	4,611	4%
Hotel - Dates/Space Unavailable	3,103	2%
Combined w/another Event	3,061	2%
Continguous Exhibit Space Needs	2,269	2%

Downtown Hotel Package includes: Too many hotels in package; More sleeping rooms close to Center; Meeting Space/Sleeping Rooms under one roof.

Non-Center Lost Business FYTD

100% of Lost Business Shown - Total 97,895

Reason	Count	Percentage
Preferred Location Available	20,661	21%
ABQ - Overall City Package	19,125	19%
*Other - See chart below	16,490	17%
Destination Desirability	8,817	9%
Board/Membership Vote	7,360	7%
Hotels - Dates/Space Availability	7,252	7%
No Response from Planner	5,524	6%
Meeting Cancelled	4,643	5%
Org Internal Politics	4,459	5%
Local Support/Membership	3,566	4%

*Other 17% Non Center Expanded					
Reason	RN	%	Reason	RN	%
Prefer one Roof	2681	2.7%	Requested Concessions	540	0.6%
City/Hotel Package Offered	2028	2.1%	Booked another mtg in ABQ	512	0.4%
Transportation/Accessibility	1807	1.8%	Chose Tribal Resort/Casino	464	0.5%
No LOI or No Longer Using Hotel	1631	1.6%	Near Training/Hdqt Office	417	0.4%
Change in Planner/3rd Party	1396	1.4%	Client booked outside 3rd Party	365	0.4%
Climate/Weather Concerns	1222	1.2%	ABQ sourced by mistake	308	0.3%
Overall Rates/Cost too High	1160	1.2%	Did not make shortlist	276	0.3%
Too many hotels in package	850	0.9%	Combinwd w/another meeting	144	0.1%
UNM did not get into tournament	809	0.8%			

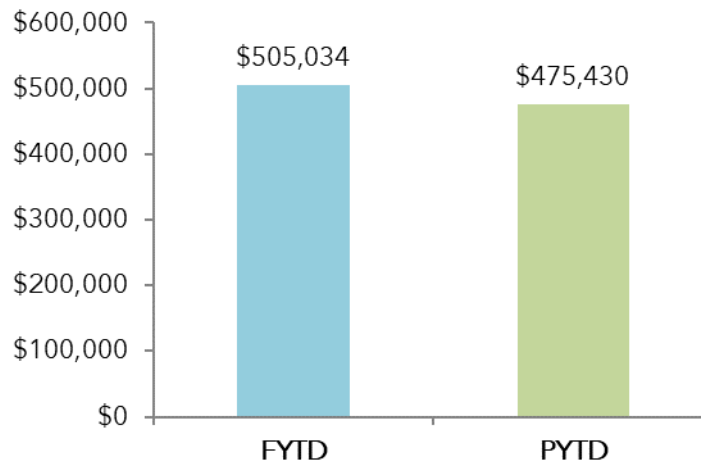
Top 5 Destinations Chosen over ABQ											
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports			
May		FYTD		May		FYTD		May		FYTD	
Jacksonville, FL	1,960	Salt Lake City	12,055	San Diego	1,274	San Diego	5,218	Event Cxl	1,495	Tampa	9,509
Denver	1,544	Las Vegas	5,996	Tulsa	1,050	Portland	4,104	ABQ - No LOI	91	Phoenix	3,964
Portland	550	San Diego	5,967	Colorado Springs	586	Chicago	3,382			Denver	809
		Phoenix	5,626	Phoenix	497	San Antonio	2,692			Pennsylvania	449
To Be Determined	2,090	Orlando	4,902	Santa Fe	433	Salt Lake City	2,617			TBD	9,509

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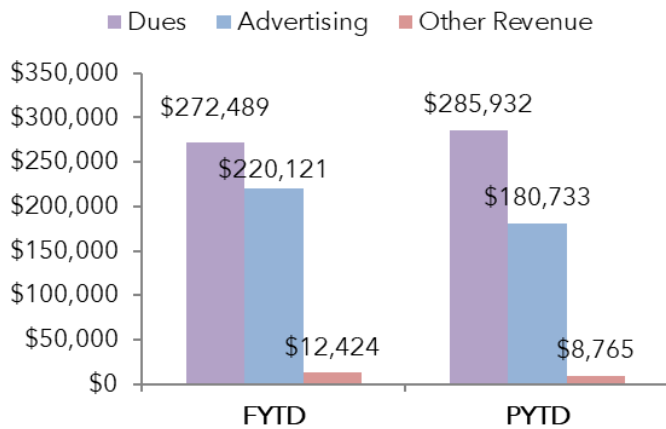
PARTNER DEVELOPMENT



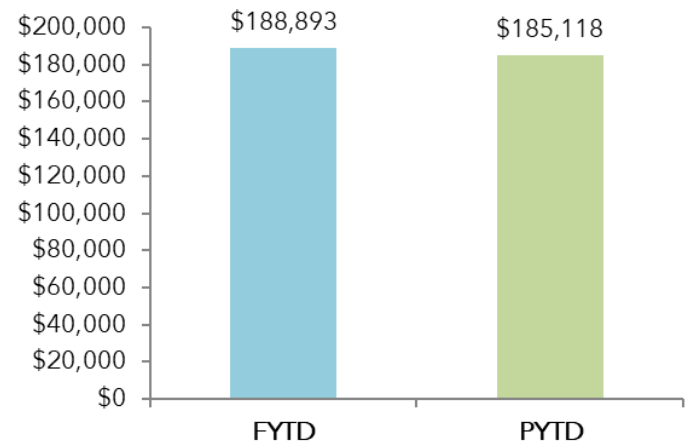
Total Private Revenue



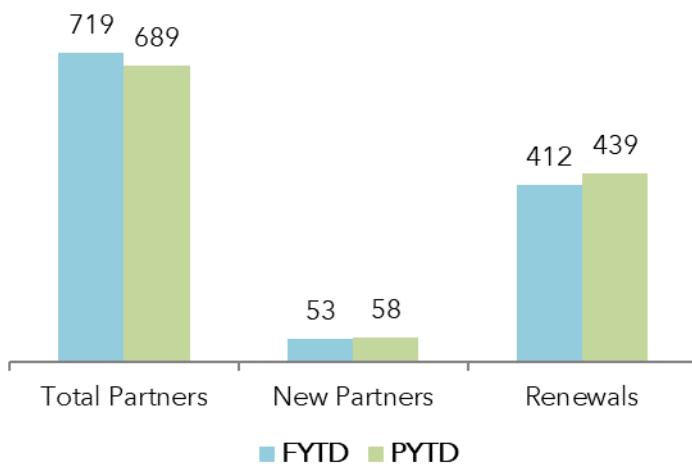
Private Revenue



In-Kind



Partners



May Visit Albuquerque Partner Events:

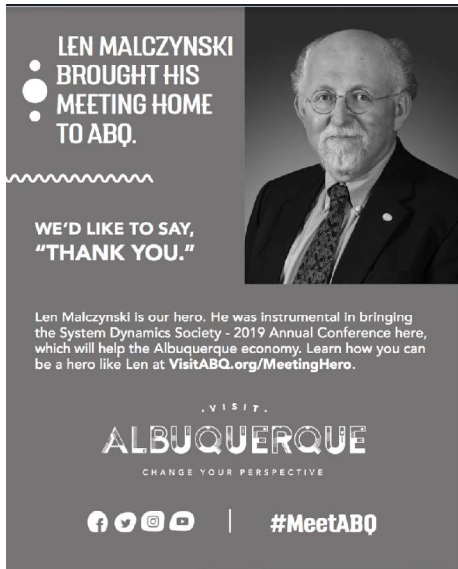
May 15: Partner Orientation, 4 attendees
May 23: ACE Class at Explora, 12 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	↓	YOY	FYTD	PYTD	May 2019	May 2018
		17%	57,370,119	68,717,982	18,595,638	10,329,729

Due to a strategy shift, our advertising buy in FY19 focused on media placements with fewer impressions with a higher value.

CONVENTION



Albuquerque Journal
Business Outlook

Est. Circulation
61,144

PROJECTS

IPW Booth/Counter
○ Profile Sheet

National Senior Games

- Booklets
- Window Clings
- Map design
- Airport welcome



COLLATERAL/AD PRODUCTION

New Mexico Vacation Directory Ad

Turner Meet and Greet Signs

ARSC Reprint Signs

Volunteer Recruitment Flyer - USA

Weightlifting

FAM Badges

American Airlines Magazine Ad

ABQ Business First - half page ad

Business Cards

Summer Rail Runner Express Ad

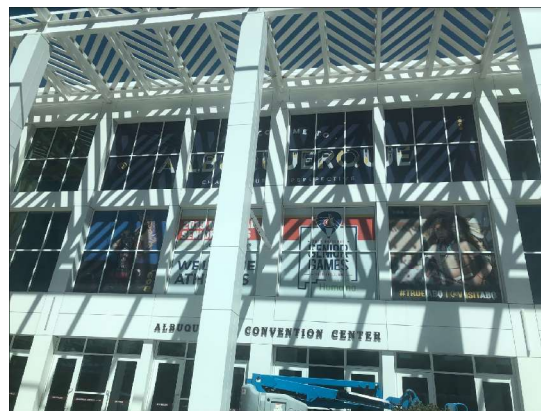
Business Outlook

Services Sign Repair

MPI WEC Dailies Ads

Outside Online Spring eBlast

July SW Airlines Ad



MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER SESSIONS	↑	YOY	FYTD	PYTD	May 2019	May 2018
		20%	1,997,667	1,663,723	165,029	193,637

WEBSITE UPDATES



IMAGINING AMERICA 20TH ANNIVERSARY NATIONAL GATHERING
 ALBUQUERQUE, NEW MEXICO | OCTOBER 18-20, 2019

Imagining America 20th Anniversary National Gathering

- Updated all seasonal event pages
- Updated Memorial Day Weekend landing page and created Fourth of July landing page
- Updated Memorial Day Weekend landing page and created Fourth of July landing page
- Uploaded six new itineraries in downloadable and printable format to the "Plan My Trip" page
- Created landing page for Imagining America Conference coming to Albuquerque
- Updated statistics, charts and graphs on Travel Matters microsite
- Updated National Senior Games landing page with sponsor logos and links
- Updated Balloon Fiesta microsite to ensure all 2019 dates, times and links are up to date
- Updated the Summer Sights and Sounds landing page for summer campaigns
- Updated job postings and staff information as necessary
- Updated Film Tourism page to include a link to NM Film tours in intro content

PPC ADVERTISING MAIN CAMPAIGN	PHOTO REQUESTS	Note: We ran an incremental hotel campaign, in response to concerns about loss of business from the government shutdown. Total clicks with the incremental campaign: 26,887.
16,764	6	

SOCIAL IMPRESSIONS

FACEBOOK

TWITTER

INSTAGRAM

FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT	FOLLOWERS	ENGAGEMENT
128,592	10,041	58,399	1567	25,270	10,030



	@VisitABQ			@ABQ365		
	May	April	March	May	April	March
TOTAL LIKES	128,592	128,770	128,569	11,539	11,509	11,157
NEW LIKES	0	201	271	382	352	254
ENGAGEMENT	10,041	6,635	13,091	824	2,852	646
ORGANIC	158,891	137,451	167,949	5,582	18,764	7,648
TOTAL POSTS	26	24	20	9	13	12



FOLLOWERS	58,399	58,343	58,246	3,928	3,893	3,844
NEW FOLLOWERS	56	97	160	84	49	49
ENGAGEMENT	1,567	1,639	1,158	139	206	112



FOLLOWERS	25,270	24,273	23,287	1,758	1,752	1,733
NEW FOLLOWERS	997	986	694	25	19	4
ENGAGEMENT	10,030	7,959	7,891	200	152	151



	TOTAL	ABQCVB	VisitABQ	ABQ 365
SUBSCRIBERS	684	246	416	22
# OF VIDEOS	236	61	152	23
TOTAL VIEWS	619,654	192,972	336,698	89,984
NEW VIDEOS	16	0	16	0
VIEWS/mo.				

E-MARKETING

@VisitABQ

ABQ 365 BLOG POSTS

	SENT	OPEN	CLICK	THEME	DATE
5/7: "Celebrate National Travel & Tourism Week with VisitABQ!"	1278	0.31	0.14	Events	5/1
5/9: "Experience World-Class Flamenco in the Flamenco Capital of the US"	131,040 leisure contacts	0.07	0.14	Albuquerque in the News	5/8
5/14: "And the Al-BREW-querque Sweepstakes Winner Is.....!"	1218 Al-BREW-querque Sweepstakes entries	0.46	0.09	Events	5/8
5/12: "Visit Albuquerque's May 2019 Industry Insider"	1285 partner contacts	0.32	0.16	Albuquerque in the News	5/14
5/25: "Take a Left Turn INTO Albuquerque!"	2630 local contacts	0.09	0.12	Events	5/15
May: "You're invited Visit Albuquerque Quarterly Meeting"	1293 partner contacts	0.35	0.22	Albuquerque in the News	5/20
5/31: "June Events in Albuquerque!"	2895 local contacts	0.21	0.29	Events	5/22
				Events	5/29
				Albuquerque in the News	5/30

PR/COMMUNICATIONS

PITCHES

June Flamenco FAM(Short-Long Lead)
Hot Air Ballooning (Balloon Fiesta)
Individual FAM Outreach

HARO (HELP A REPORTER OUT)

Cool Glamping/Camping Accommodations in the U.S. (Thrillist)
Best Fall Festivals of 2019 (Working Mother Magazine)
Unique Cultural Celebrations with a Spiritual Element (FamilyTravel.com)

PROACTIVE LEADS & INITIATIVES

Marie Claire Magazine – TBD 2019 (Best Mini-Moon Destinations/Hotels; Los Poblanos)
TLCme.com – TBD 2019 (Resort Weddings; Los Poblanos)

Sunset Magazine – September 2019 (Best Artisans of the West; Robin Moore/Cebastien Rose of Dryland Wilds)

Red Tricycle – TBD 2019 (Affordable Hotels; Nativo Lodge)

Travel + Leisure - TBD 2019 (Affordable Luxury Travel Opportunities; Historic Luxe at Hotel Chaco)

Wall Street Journal – TBD 2019 (Rich Zips; 87122/Jason Harrington)

MEDIA EFFORTS

	LOCAL MEDIA	REGIONAL MEDIA	NATIONAL/INT'L MEDIA	M&C TRADE MEDIA
5/1	Events taking place in Albuquerque this week - KRQE (broadcast and online)			
5/8	Sent "Media Alert: May 2019 Meetings/Conventions & Events" to local media			
5/8-5/31	Variety of print, online and broadcast coverage of meetings and events included in media alert			
5/8	ABQ 365 has plenty of family events - KRQE (broadcast and online)			
5/9	Sent " Visit Albuquerque Rallies in Support of the Travel and Tourism Industry " release to local media and over the wire			
5/15	ABQ 365 has plenty of fun events - KRQE (broadcast and online)			
5/22	Albuquerque 365 highlights plenty of family-friendly events - KRQE (broadcast and online)			
5/23	Sent " Internationally-Renowned Turquoise Museum Reopens in Downtown Albuquerque " release over the wire			
5/28	Sent " City to Host Pathway Games Albuquerque " release to local general and sports media			
5/29	Albuquerque 365 has fantastic events from summer concerts to garden tours - KRQE (broadcast and online)			
5/3	3 Unique Albuquerque Hotels For Families - FamiliesGo!			
5/31	These five U.S. cities are best bets when traveling with pets - The Columbus Dispatch			
May/June	May/June: Change Your Perspective in Albuquerque - Destinations (print)			



MARKETING, COMMUNICATIONS & TOURISM

PR/COMMUNICATIONS

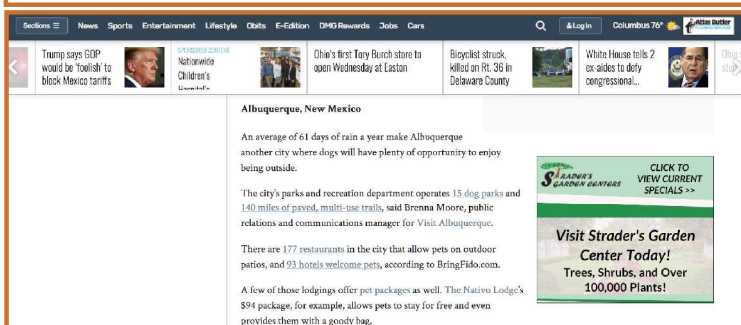
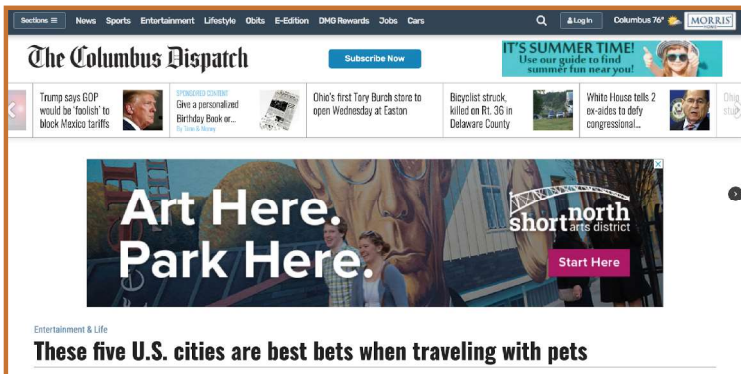
100% of national or regional articles scoring above 55 on the Barcelona Principles Scale



FAMILIES GO!

May 3
3 Unique
Albuquerque Hotels
for Families

BP Score – 99



THE COLUMBUS DISPATCH

May 31
These five U.S. cities
are the best when
traveling with pets

BP Score – 90



DESTINATIONS

May/June
Change Your
Perspective in
Albuquerque

BP Score – 85

MEETINGS/INDUSTRY EVENTS

- May 1: State Tourism Commission Meeting
- May 1: New Mexico Hospitality Board of Directors Meeting
- May 2: Convention Center Monthly Forecasting and Update Meeting
- May 9: Festival Flamenco Media Night
- May 10: Albuquerque Foundation Great Grant Giveaway
- May 15: APD/Hospitality Partnership Meeting
- May16: NMPRSA Board Meeting
- May 16: Downtown Community Partnership Meeting
- May 16: Greater Albuquerque Innkeepers Association Luncheon

- May 20: City Council Meeting
- May 22: Holiday Inn Express & Suites Historic Old Town Grand Relaunch
- May 23: Lodgers’ Tax Advisory Board Meeting
- May 23: NMPRSA Monthly Luncheon
- May 24: E-Scooter Ribbon Cutting
- May 29: Chihuahua Opportunities Meeting with City of Albuquerque and Albuquerque Hispano Chamber of Commerce
- May: Thirty-One (31) National Senior Games planning meetings

VisitABQ HOSTED

- May 1: Turner PR Meet & Greet with Visit Albuquerque Partners
- May 15: Visit Albuquerque Partner Orientation
- May 16: Visit Albuquerque Executive Committee Meeting
- May 19-21: Visit Albuquerque Sales Familiarization Tour
- May 23: ACE Class
- May 28: Visit Albuquerque Board of Directors Meeting

MAY TRADESHOWS/INDUSTRY MEETINGS

- May 6-8 Connect NY, New York, NY
- May 6-9: National Association of Sports Commissions Symposium, Knoxville, TN
- May 13-16: Washington, DC Sales Mission
- May 14: Association of Meeting Professionals Monthly Meeting, Washington, DC
- May 19-22: Simpleview Summit, Phoenix, AZ
- May 29-31: HelmsBriscoe Annual Business conference, Houston, TX

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

- June 1-5: US Travel Association IPW, Anaheim, CA
- June 15-18: MPI World Education Summit, Toronto
- June 23-25: Military Reunion Network, Nashville, TN
- June 25-28: PCMA Education Conference, Los Angeles, CA