

May 2020 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. MARCH 2019

-61.4%

VS. FYTD 2019

-4.88%

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

AVERAGE HOTEL OCCUPANCY

VS. APRIL 2019

-62.9%

VS. PYTD

-27.6%

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

AVERAGE DAILY RATE

VS. APRIL 2019

-35.7%

VS. PYTD

-8.8%

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

APRIL 2020 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE
AVERAGE**

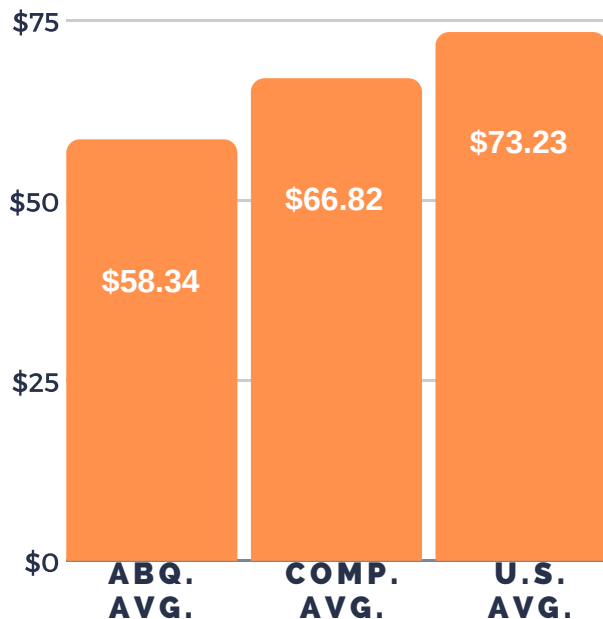
**COMP.
AVERAGE**

U.S. AVERAGE

25.9%

25.5%

24.5%



APRIL 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

May 2020 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL APRIL ENPLANED PASSENGERS

9,092

VS. APRIL 2019
TOTAL PASSENGERS

-95.8%



TOTAL APRIL DEPLANED PASSENGERS

8,609

FYTD TOTAL PASSENGERS

FY18

4.25M

FY19

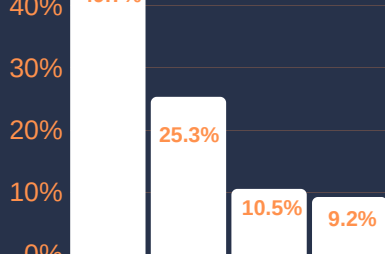
4.43M

FY20

3.83M

0 1 2 3 4 5
Millions

Top 4 Airlines by % of Market Share



Southwest
American
Delta
United



TOTAL APRIL LEISURE & HOSPITALITY EMPLOYMENT

***26,500**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

VS. APRIL 2019

-41.4%

CYTD VS. PYTD

-9.78%

May 2020 Destination Dashboard

MAY BUSINESS OCCURRING

	May '20	% Change vs. May '19	% Change vs. PYTD
# of Meetings/Events	0	-100.0%	-41.2%
Room Nights	0	-100.0%	-49.4%
Attendance	0	-100.0%	-39.6%
Direct Spend	\$0.0	-100.0%	-44.3%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
5	24
ATTENDEES	ATTENDEES
6,145	99,955
ROOM NIGHTS	ROOM NIGHTS
6,705	66,640
DIRECT SPEND	DIRECT SPEND
\$3.4M	\$29.3M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	140
ATTENDEES	54,432
ROOM NIGHTS	46,521
DIRECT SPEND	\$19.1M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	61	ATTENDEES	128,751
ROOM NIGHTS	73,765	DIRECT SPEND	\$32.0M



May 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 164
PYTD: 276 ▼ -40.6%

FUTURE ROOM NIGHTS BOOKED

FYTD: 113,161
PYTD: 190,329 ▼ -40.5%

FUTURE ATTENDANCE BOOKED

FYTD: 154,387
PYTD: 299,108 ▼ -48.4%

FUTURE DIRECT SPEND BOOKED

FYTD: \$48.5M
PYTD: \$83.3M ▼ -41.8%

ADVERTISING IMPRESSIONS

FYTD: 99.5M
PYTD: 54.9M ▲ +81.2%

WEBSITE USER SESSIONS

FYTD: 1.854M
PYTD: 1.998M ▼ -7.2%

VISITOR GUIDE FULFILLMENT

FYTD: 23,572
PYTD: 38,824 ▼ -39.3%

VISITOR CENTER TRAFFIC

FYTD: 100,284
PYTD: 59,011 ▲ +69.9%

ACE TRAINEES

FYTD: 152
PYTD: 99 ▲ +53.5%

GROUP TOURS

FY20 Q1-Q3: 232
FY19 Q1-Q3: 240 ▼ -3.3%

GROUP TOUR ROOM NIGHTS

FY20 Q1-Q3: 15K+
FY19 Q1-Q3: 17K+ ▼ -12.0%

SOCIAL MEDIA FOLLOWERS

FYTD: 223,722
PYTD: 212,261 ▲ +5.4%

SOCIAL MEDIA ENGAGEMENT

FYTD: 421,266
PYTD: 286,049 ▲ +47.3%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

80

Circulation/Reach

775,130,888

Publicity Value

\$2.57M

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD: 72
PYTD: 72 ▲ 0.0%

FYTD MEDIA SITE VISITS

27

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

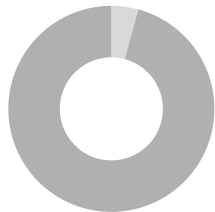
May 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL MARCH 2020 REVENUE	VS. MAR 2019	VS. FYTD 2019
\$529,829.06	▼ -61.4%	▼ -4.88%
*SHORT-TERM RENTALS ONLY		
\$7,153.63	▼ -86.5%	▲ +15.7%
MINUS SHORT-TERM RENTALS		
\$522,675.43	▼ -60.4%	▼ -5.62%



Short-Term Rentals
4.2%

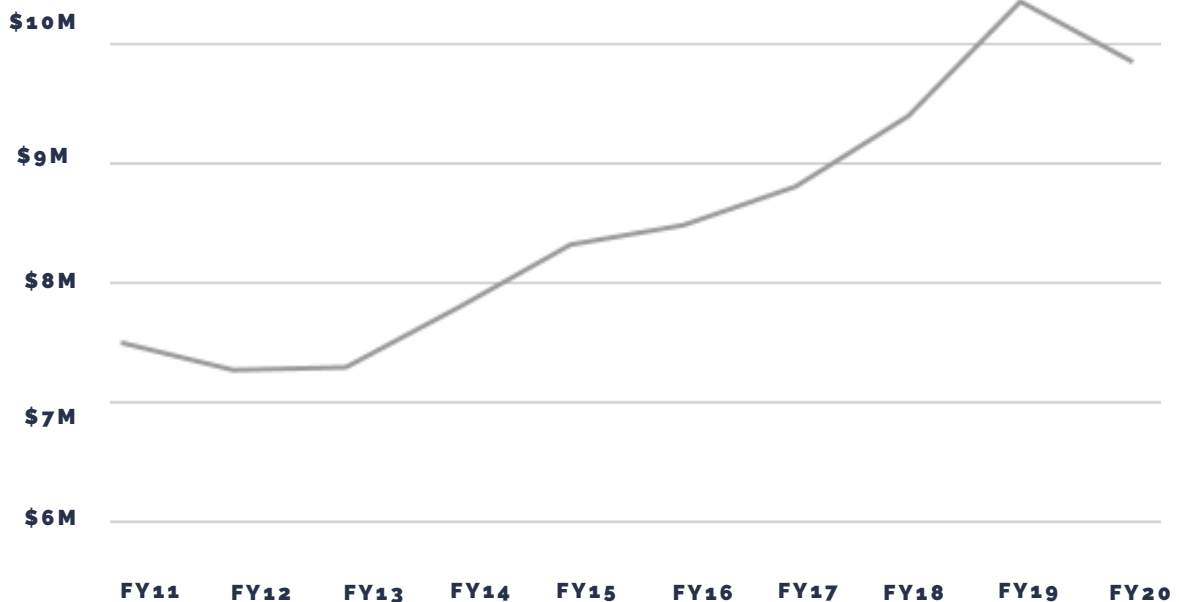


Non
95.8%

**PYTD only included Airbnb; FYTD includes Airbnb, HomeAway/VRBO, as of Oct 2019, and other short term rental collections, as of Feb 2020.*

Short-term Rentals as
a % of FYTD Revenue

10 YEAR LODGERS' TAX FYTD HISTORY

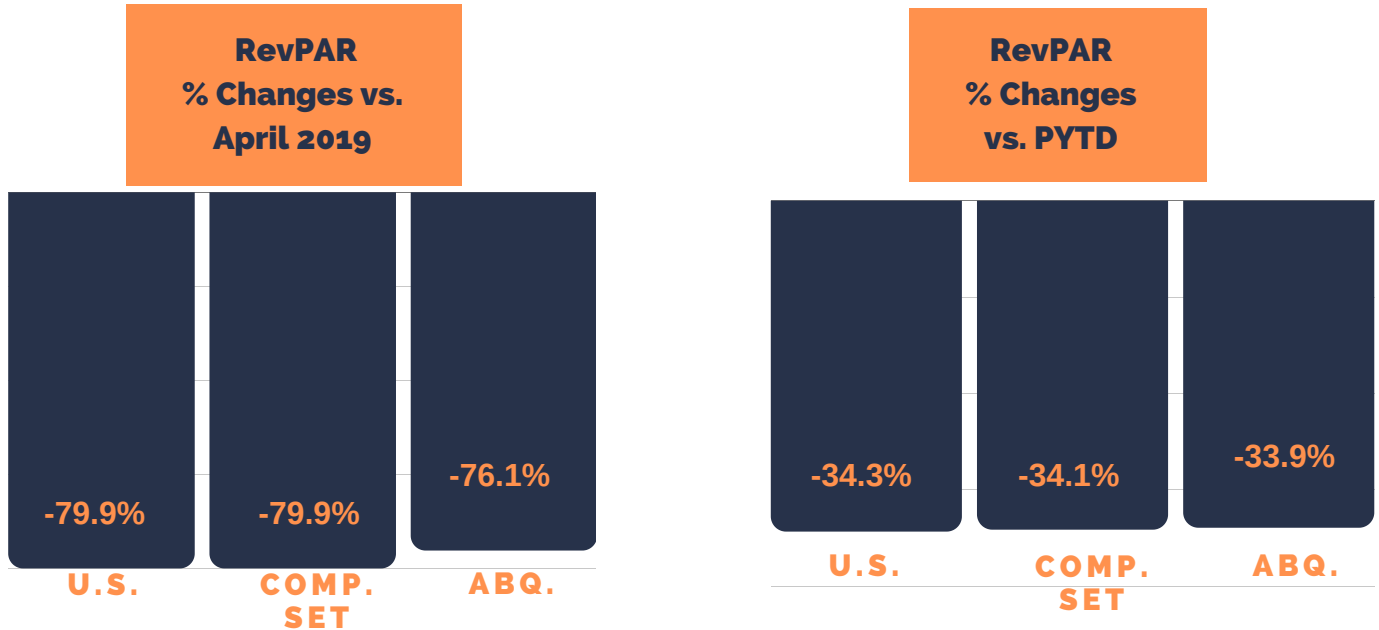


Source: City of Albuquerque



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	46.2%	-27.6%	\$78.08	-8.8%	-33.9%	-28.4%
Comp. Set Average	49.7%	-27.3%	\$108.32	-8.9%	-34.1%	not available
U.S. Average	45.7%	-27.7%	\$117.75	-9.2%	-34.3%	-28.8%



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	not available	not available	not available	not available	not available
Uptown	42.7%	-36.3%	\$104.09	-2.5%	-37.9%
Airport	46.8%	-38.3%	\$94.76	-4.2%	-40.9%
Northern Corridor	41.8%	-36.7%	\$102.78	-2.7%	-38.4%

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

4

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$115K

MONTH'S TOTAL
ROOM NIGHTS BOOKED

334

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



449

FYTD VS. PYTD

-18.5%



Month's Room Nights
Booked by Event Type



Mtgs. & Conventions
100%

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



MAY

18-19: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE, LAS VEGAS, NV - POSTPONED

27: NORTHSTAR MEETINGS GROUP WOMEN IN LEADERSHIP MEETINGS + INCENTIVES - VIRTUAL EVENT

JUNE

6-9: MPI WORLD EDUCATION CONFERENCE, GRAPEVINE, TX - POSTPONED TO NOVEMBER

JULY

13-15: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - MODIFIED TO VIRTUAL EVENT JULY 14-15

AUGUST:

8-11: ASAE ANNUAL CONVENTION - MODIFIED TO VIRTUAL EVENT WEEK OF AUGUST 10

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CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

33

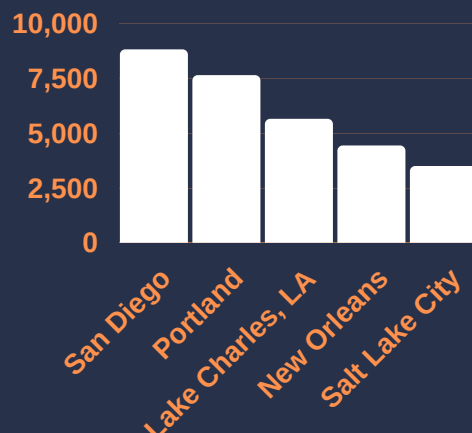
CONV.
CTR.

NON-CTR.
M/C

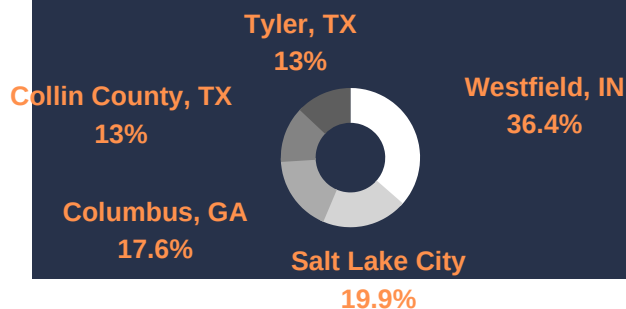
NON-CTR.
SPORTS



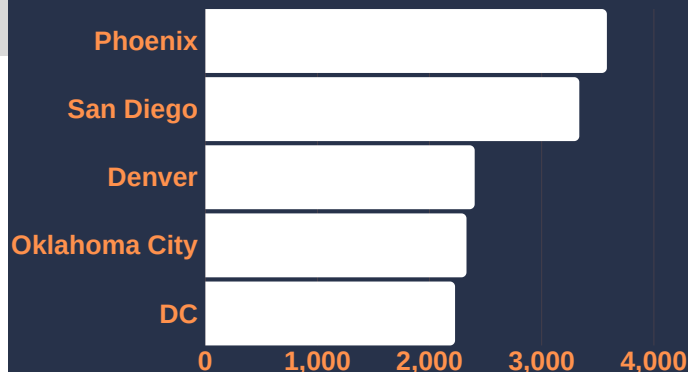
Most Room Nights Lost To (FYTD Conv. Ctr. Events)



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

Health Concerns - COVID-19	22%
Perceived Destination Desirability	12%
Preferred Location Available	12%
Downtown Hotel Package	10%

MONTH'S ROOM NIGHTS LOST
35,218

MONTH'S ATTENDEES LOST
21,173

MONTH'S DIRECT SPEND LOST
\$13.6M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

0



FYTD MEMBERSHIP

714

VS. PYTD

-0.7%

FYTD REVENUE

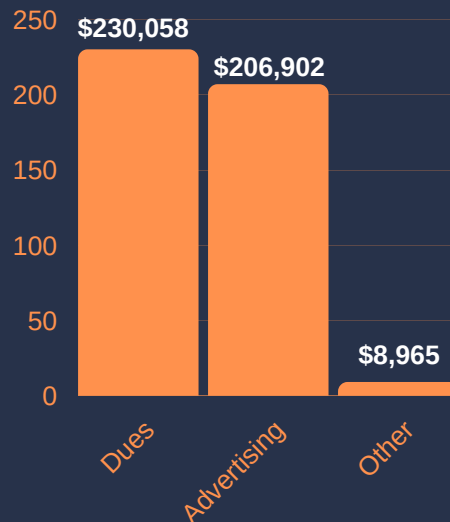
\$445,925

VS. PYTD

-11.7%

FYTD Revenue by
Category

Thousands



PARTNER EVENTS THIS MONTH

0



Partner Orientation &
ACE Training Cancelled in May
due to COVID-19

.VISIT.

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

1

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

100%

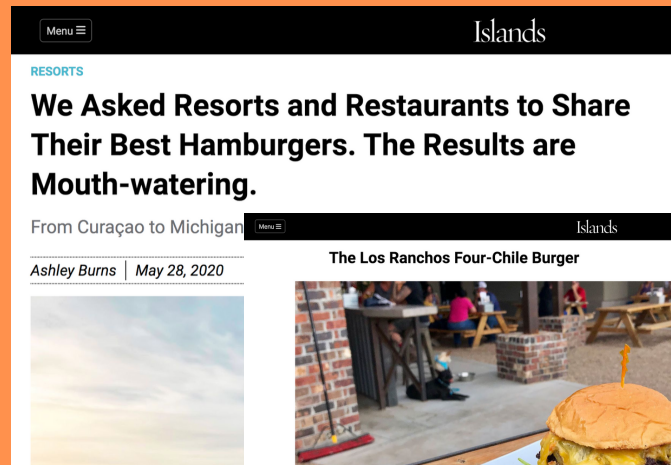
May Islands article
BP Score: 70

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

70+K

CORRESPONDING
PUBLICITY VALUE

\$116.28



FEATURED MEDIA
EFFORTS

5/7: Visit Albuquerque Celebrates National Travel & Tourism Week and the #SpiritOfTravel - PRWeb (syndicated)

5/10: 'Tourism stopped – it literally did' - Albuquerque Journal (print and online)

5/26: Technology provides a promotional boost for NM tourism industry hit hard by Covid-19 - Albuquerque Business First

5/27: Visit Albuquerque website features activities page and home explorations - KRQE (broadcast and online)

5/28: Electric Playhouse's new robot cleans up - KRQE (broadcast and online)

5/28: We Asked Resorts and Restaurants to Share Their Best Hamburgers. The Results are Mouth-watering. - Islands

Local Media

National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"EXPLORE ALBUQUERQUE'S VIRTUAL VISITOR INFORMATION CENTER!"

SENT
99,114 LEISURE CONTACTS

OPEN RATE

12.3%

CLICK-TO-OPEN RATE

8.7%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

f 130,886

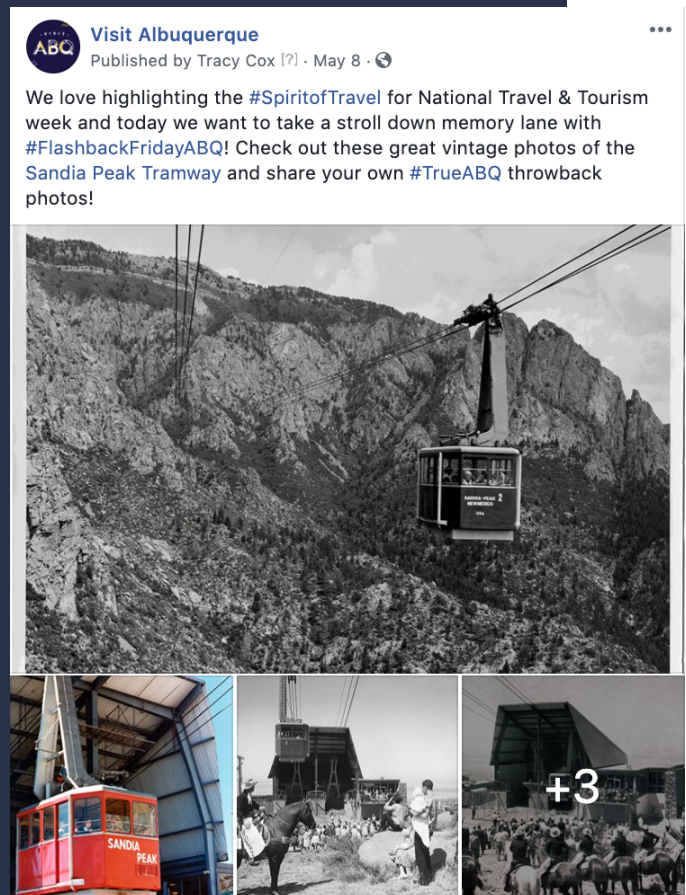
t 58,918

i 33,918

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

20,311

HIGH
ENGAGEMENT POST
OF THE MONTH



.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

Visit Albuquerque staff continues to attend numerous COVID-19 and Recovery webinars via Industry Sources, i.e. NM Tourism Dept, US Travel Assn, Destinations International, Travel & Tourism Research Assn, DMA West, STR Inc & Destinations Analysts

5/12: Tania Armenta attended the New Mexico Hospitality Association Board meeting via video conference

5/13, 20, 27: Tania Armenta attended the NM Tourism Dept DMO Task Force Meetings via video conference

5/28: Attended the Greater Albuquerque Hotel & Lodging Association meeting and the Lodgers' Tax Advisory Board meeting, both via video conference

5/13: NM MPI Conversations Cafe attended by Misty Jester, Tabitha Stallworth & Cecilia Padilla

5/27: Clarissa Baca had fifteen (15) scheduled meeting planner appointments during Northstar Meetings Group, Women in Leadership Meetings • Incentives Virtual Event

5/22: Tabitha Stallworth presented Project Search with a Virtual Tour as they are considering ABQ for their 2022 or 2023 Annual Conference

5/27: Tracy Cox appeared remotely on KRQE to promote the Albuquerque at Home webpage



Events Hosted by Visit Albuquerque

- 5/1: DOS meeting via video conference**
- 5/7: Virtual Open House for National Travel and Tourism Week**
- 5/8: DOS meeting via video conference**
- 5/15: DOS meeting via video conference**
- 5/21: Visit Albuquerque Executive Committee meeting via video conference**
- 5/22: DOS meeting via video conference**
- 5/26: Visit Albuquerque Board of Directors meeting via video conference**
- 5/29: DOS meeting via video conference**

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19 / CORONAVIRUS TIMELINE

6/1: Places of lodging may increase operations to no more than 50% of maximum occupancy; In-door dining opens at 50% capacity; Recreational facilities remain closed

5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis

4/30: Governor Michelle Lujan Grisham formally extends the Emergency Public Health Order thru May 15

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

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 New Mexico were ordered to self-isolate for at least 14 days

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