

May 2024 Destination Dashboard

LODGERS' TAX COLLECTIONS

▲ 12%

VS. APRIL 2023

▲ 16%

VS. APRIL 2022

▲ 5%
VS. FYTD 23

▲ 19%
VS. FYTD 22

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

AVERAGE HOTEL OCCUPANCY

▲ 7%

VS. APRIL 2023

▲ 5%

VS. APRIL 2022

▲ 1%
VS. CYTD 2023

▲ 1%
VS. CYTD 2022

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

AVERAGE DAILY RATE

▲ 7%

VS. APRIL 2023

▲ 13%

VS. APRIL 2022

▲ 5%
VS. CYTD 2023

▲ 14%
VS. CYTD 2022

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

APRIL 2024 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

70%

COMP. SET AVERAGE

68%

U.S. AVERAGE

65%

0 10 20 30 40 50 60 70

Source: STR, Inc.

APRIL 2024 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$121.32

COMP. SET AVERAGE

\$148.25

U.S. AVERAGE

\$159.31

\$0.00 \$50.00 \$100.00 \$150.00 \$200.00

Source: STR, Inc.

May 2024 Destination Dashboard

APRIL 2024 - SUNPORT AIRLINE METRICS

450,500

TOTAL PASSENGERS

▲ **8%**

VS. APRIL 2023
TOTAL PASSENGERS

▲ **21%**

VS. APRIL 2022
TOTAL PASSENGERS



**TOTAL APRIL
DEPLANED PASSENGERS**

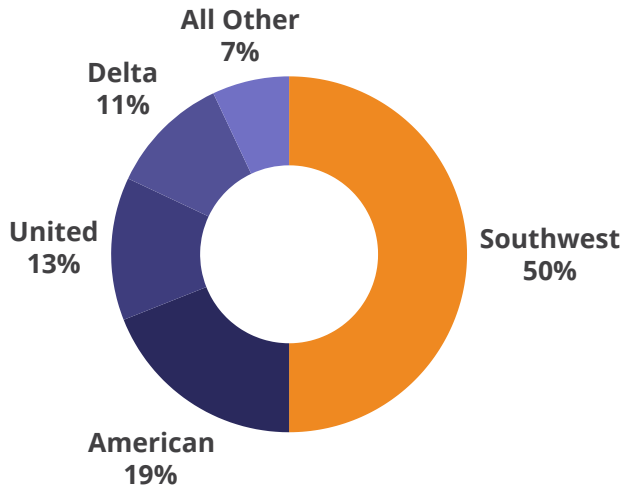
226,487

**TOTAL APRIL
ENPLANED PASSENGERS**

224,013



AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS

FY20 **3,729,170**

FY21 **1,364,650**

FY22 **3,477,280**

FY23 **4,058,589**

FY24 **4,467,420**

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

45,400

**TOTAL APRIL 2024 LEISURE &
HOSPITALITY EMPLOYMENT**

▲ **2%**

VS. APRIL 2023

▲ **7%**

VS. APRIL 2022

24K

APR. 2020

36.2K

APR. 2021

42.4K

APR. 2022

44.6K

APR. 2023

45.4K


APR. 2024


5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

May 2024 Destination Dashboard

MAY BUSINESS OCCURRING	MAY '24	MAY '23	% CHANGE VS. MAY '23	% CHANGE VS. MAY '22
NO. OF MEETINGS/EVENTS	37	31	19% ▲	23% ▲
ROOM NIGHTS	37,268	34,120	9% ▲	53% ▲
ATTENDANCE	62,678	58,367	7% ▲	36% ▲
EST. DIRECT SPEND	\$17,085,454	\$16,446,699	4% ▲	62% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	13	43	2% ▲	16% ▲
ROOM NIGHTS	30,748	85,560	-3% ▼	22% ▲
ATTENDANCE	19,695	127,315	-7% ▼	2% ▲
EST. DIRECT SPEND	\$15,163,235	\$41,184,247	-1% ▼	33% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	89	160	-6% ▼	30% ▲
ROOM NIGHTS	24,288	45,493	-6% ▼	34% ▲
ATTENDANCE	35,308	97,109	15% ▲	69% ▲
EST. DIRECT SPEND	\$15,237,897	\$26,209,006	4% ▲	78% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	120	100,658	
	SPORTING EVENTS	ROOM NIGHTS	
	203,245	\$49.2M	
	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 in 2026.

May 2024 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	203	212	-4% ▼	181	12% ▲
FUTURE ROOM NIGHTS BOOKED	131,053	136,442	-4% ▼	119,356	10% ▲
FUTURE ATTENDANCE BOOKED	224,424	220,808	2% ▲	213,019	5% ▲
FUTURE DIRECT SPEND	\$67,393,253	\$67,024,066	1% ▲	\$52,511,875	28% ▲

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS**	2,517,150,161	1,374,950,238	83% ▲	505,476,321	398% ▲
WEBSITE USER SESSIONS	3,360,786	2,634,004	28% ▲	2,371,160	42% ▲
SOCIAL MEDIA FOLLOWERS	347,980	284,720	22% ▲	250,814	39% ▲
VISITOR GUIDE FULFILLMENT	16,873	21,594	-22% ▼	21,751	-28% ▼
VISITOR CENTER TRAFFIC	84,608	81,695	5% ▲	81,477	4% ▲
EARNED MEDIA TRAVEL ARTICLES	96	67	43% ▲	61	57% ▲
EARNED MEDIA CIRCULATION REACH	995,341,648	399,202,825	149% ▲	346,205,787	188% ▲
EARNED MEDIA PUBLICITY VALUE	\$9,622,809	\$3,942,552	144% ▲	\$1,965,714	390% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	32	41	-22% ▼	32	0% ▲
MEDIA & MARKETING	38	29	31% ▲	43	-12% ▼

ACE TRAINEES

151

FYTD

165

FY 23

44

FY 22

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

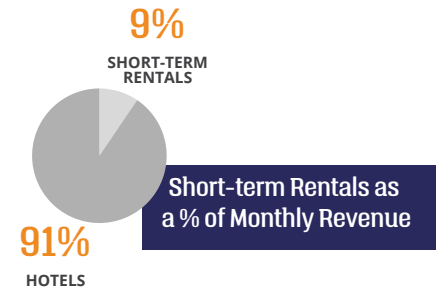
**FY24 and FY23 ad impressions include include ATMD marketing.

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

May 2024 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Apr. '24	Apr. '23	
		TOTAL	% CHG
TOTAL REVENUE	\$1,757,200	\$1,564,158	12% ▲
SHORT-TERM RENTALS (STR)**	\$166,684	\$150,243	11% ▲
REVENUE MINUS STR	\$1,590,516	\$1,413,915	12% ▲

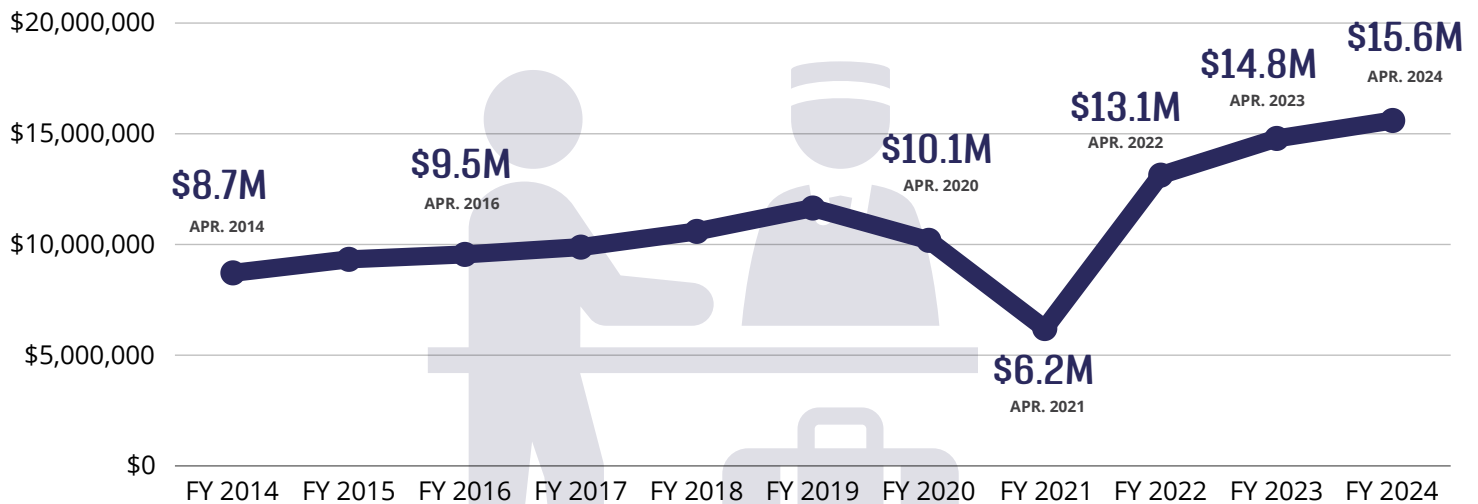


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 23		FYTD vs. FYTD 22	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$15,600,414	\$14,789,097	5% ▲	\$13,131,464	19% ▲
SHORT-TERM RENTALS (STR)**	\$1,543,315	\$1,326,758	16% ▲	\$1,047,473	47% ▲
REVENUE MINUS STR	\$14,057,099	\$13,462,339	4% ▲	\$12,083,992	16% ▲

*Value rounded up to the nearest dollar

**Includes Airbnb, VRBO/Home Away, Evolve and independent short-term rental collections

LODGERS' TAX FYTD HISTORY: FY 2014 - FY 2024



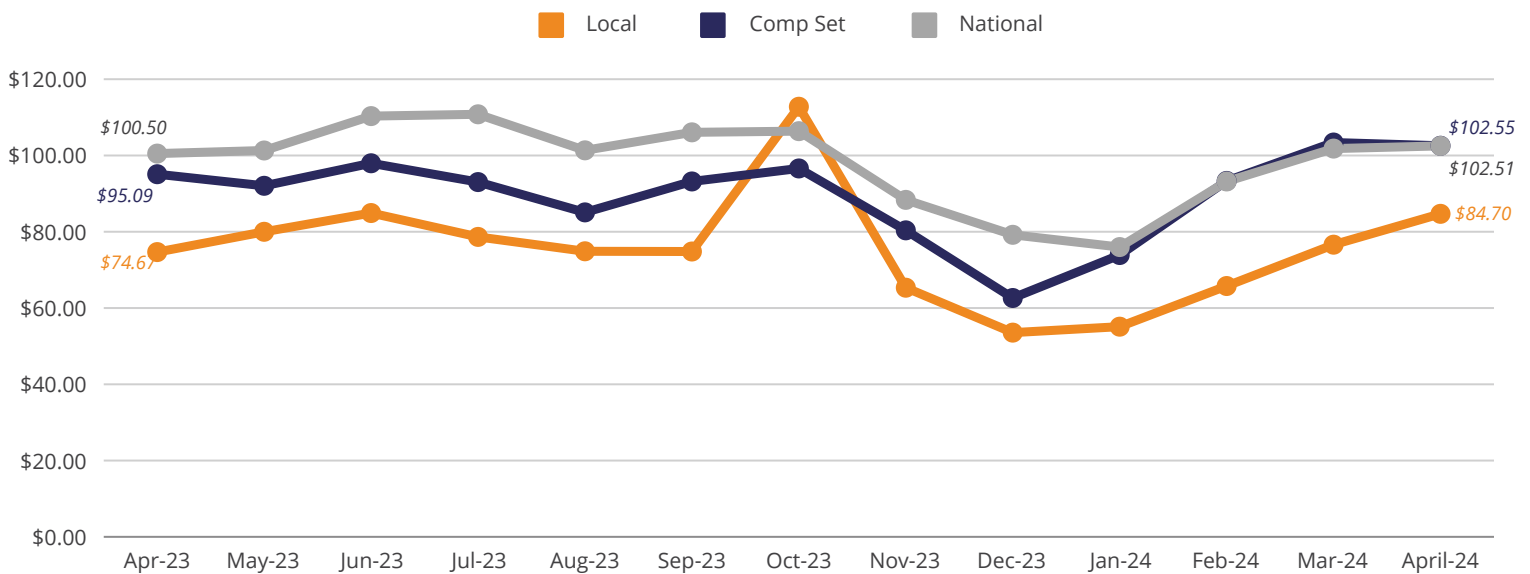


STR, INC. LODGING INDUSTRY REPORT - APRIL 2024

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	63%	1% ▲	\$112.86	5% ▲	\$70.56	6% ▲
COMP SET*	64%	-2% ▼	\$142.73	1% ▲	\$93.20	<-1% ▼
UNITED STATES	60%	-1% ▼	\$155.46	2% ▲	\$93.27	<1% ▲

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

MONTHLY REVPAR: APRIL 2023 - APRIL 2024



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	60%	31% ▲	\$159.92	2% ▲	\$96.32	33% ▲
UPTOWN	62%	2% ▲	\$138.25	5% ▲	\$85.99	7% ▲
AIRPORT	71%	5% ▲	\$115.51	3% ▲	\$82.20	8% ▲
NORTH I-25 CORRIDOR	60%	-5% ▼	\$137.73	3% ▲	\$81.96	-2% ▼

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Source: STR, Inc.

SALES, SERVICES & SPORTS - MAY 2024

24

MONTH'S TOTAL
EVENT BOOKINGS

\$4.5M

ESTIMATED DIRECT
SPEND GENERATED

7,321

MONTH'S TOTAL
ROOM NIGHTS BOOKED

203

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▼ -4%

FYTD VS. FYTD 23

▲ 12%

FYTD VS. FYTD 22

57%

SPORTING
EVENTS



43%

MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

MAY:

- 3-7: U.S. TRAVEL ASSOCIATION'S IPW - LOS ANGELES, CA
- 13-15: GOVERNOR'S CONFERENCE ON HOSPITALITY AND TOURISM - ALBUQUERQUE, NM
- 20-22: MPI WEC - LOUISVILLE, KY

JUNE:

- 10-13: CVENT CONNECT - SAN ANTONIO, TX
- 21-24: MILITARY REUNION SUMMIT - HERNDON, VA
- 23-24: PCMA EDUCON - DETROIT, MI

JULY:

- 16-18: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - TAMPA BAY, FL
- 23-25: 2024 ACCESSE LEADERSHIP CONFERENCE - TORONTO, CAN

SALES, SERVICES & SPORTS (CONTINUED)

APRIL LOST BUSINESS

35

**TOTAL LOST
EVENTS**

27,947

**LOST ROOM
NIGHTS**

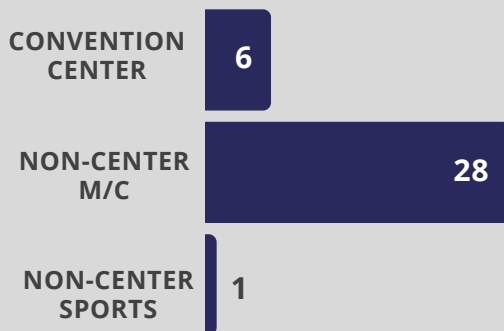
13,390

LOST ATTENDEES

\$13.2M

**LOST EST. DIRECT
SPEND**

Lost Business By Facility



FISCAL YEAR LOST BUSINESS

Top 4 Lost Business Reasons FYTD % of Room Nights Lost

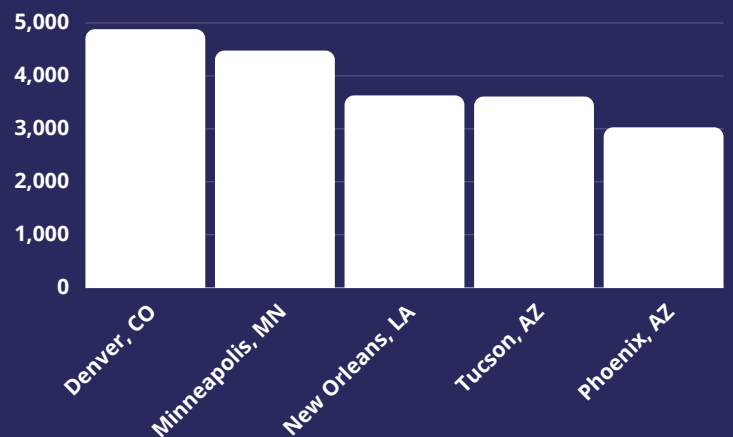
Other Location(s) Preferred	43%
Insufficient Local Infrastructure	36%
Meeting/Event Redesigned/Restructured/Cancelled	5%
Dates/Space Availability	3%

Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To

(FYTD Non-Center Meetings/Conventions/Sports)



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - MAY 2024

646

FYTD PARTNERSHIP

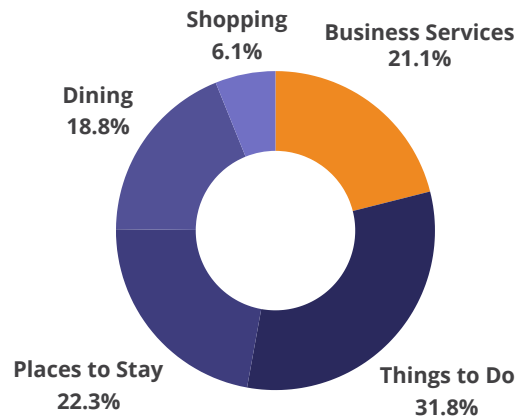
9% ▲

VS. FY23

4% ▲

VS. FY22

ACTIVE PARTNERS BY CATEGORY



FYTD PARTNER REVENUE OVERVIEW

\$526,553

FYTD REVENUE

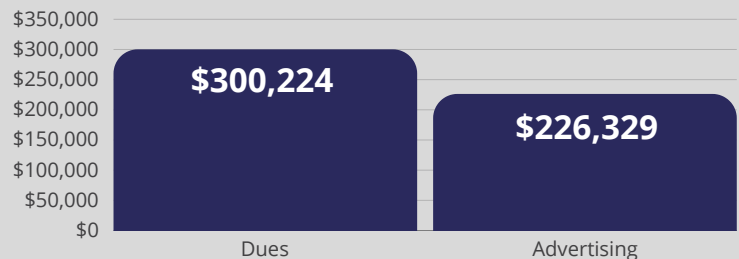
7% ▲

VS. FY23

67% ▲

VS. FY22

FYTD Revenue by Category



MAY PARTNER EVENTS



ACE Training at the Westside
Open Space Visitor Center

10
ATTENDEES

Tourism Grant Info Session at
Visit Albuquerque

65
ATTENDEES

NEW PARTNER CORNER:

- 3128 SOCIAL HOUSE
- NOTABLY NEW MEXICO
- BLACK ANGUS RESTAURANT & LOUNGE
- BIG RIVER RAFT TRIPS
- GATHER NOB HILL
- URBAN MOUNTAIN BODY WORKS
- WINROCK TOWN CENTER
- THE PARK AT WINROCK TOWN CENTER
- WHAT'S IN STORE - GIFT SHOP
- FLAMENCO WORKS, INC.
- VAULT STUDIOS
- WILD SPIRIT WOLF SANCTUARY



UPCOMING PARTNER EVENTS

- Partner Orientation, June 26, 2024, Zoom Meeting.
- Social Media Education Session, June 28, 2024, at Hotel Andaluz.
- ACE Training, July 10, 2024, at Sadie's of New Mexico.
- Business Exchange, July 11th, at Bike in Coffee at Old Town Farm.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

MAY AT-A-GLANCE

6

TRAVEL ARTICLES
GENERATED

109M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

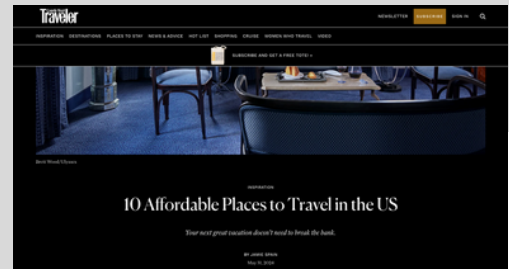
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$1.05M

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Travel & Leisure- BP Score 118



Albuquerque, New Mexico

Albuquerque may not be on the top of your to-do list, but there are many reasons why this New Mexico city is worth a visit. It's a great destination for your round-trip thanks to its incredible hot air balloon scene (it's home to the world's largest Hot Air Balloon Festival). Southwestern art, history, and scenery. Head to the Albuquerque Museum (opens at 10 or the National Hispanic Cultural Center (for guests 18 and under, \$6 for adults) for some history and art in the city, or simply walk around the area and enjoy the desert views alongside the many art galleries, shops, and restaurants.

Where to stay in Albuquerque:

- For good location: Hotel Albuquerque at Old Town
- For extra charm: El Vaquero
- For a stay near Route 66: Hotel Pinyon Central

FEATURED MEDIA EFFORTS*

5/1: Route 66's Centennial Road Trips Await - The Group Travel Leader

5/1: Celebrating American Landmarks - The Group Travel Leader

5/6: Hotel Chaco Review: This New Mexico Hotel Helped Turn Albuquerque Into a Hot Destination - With World-class Art, a Rejuvenating Spa, and Top Culinary Talent - Travel + Leisure

5/7: Visit Albuquerque highlights May events throughout the city - KRQE-TV

5/7: Lovely Lavender Fields To Check Out The 2024 Bloom - Forbes

5/13: Visit Europe without visiting Europe and other 'travel dupes' - WFLA-TV

5/23: 2024 USA Taekwondo Regional Qualifier has multimillion-dollar impact on ABQ - Albuquerque Business First

5/23: BMX Spring Nationals gets rolling in Duke City with elite local racers happy to be home - Albuquerque Journal

5/28: Visit Albuquerque launches new interactive virtual tour of city - KRQE-TV

5/31: 10 Affordable Places to Travel in the US - Condé Nast Traveler

*Color Key: Local Media, National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

5/10: "Get Ready for Memorial Day Weekend in Albuquerque"

110,040
LEISURE CONTACTS

OPEN RATE

22%

CLICK-TO-OPEN RATE

3%

5/23: "How to Spend Memorial Day Weekend in Albuquerque"

3,264
LOCAL CONTACTS

34%

13%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



136,150



91,385



44,187



76,258*

*All other social media platforms include, X, LinkedIn, YouTube, and Threads.

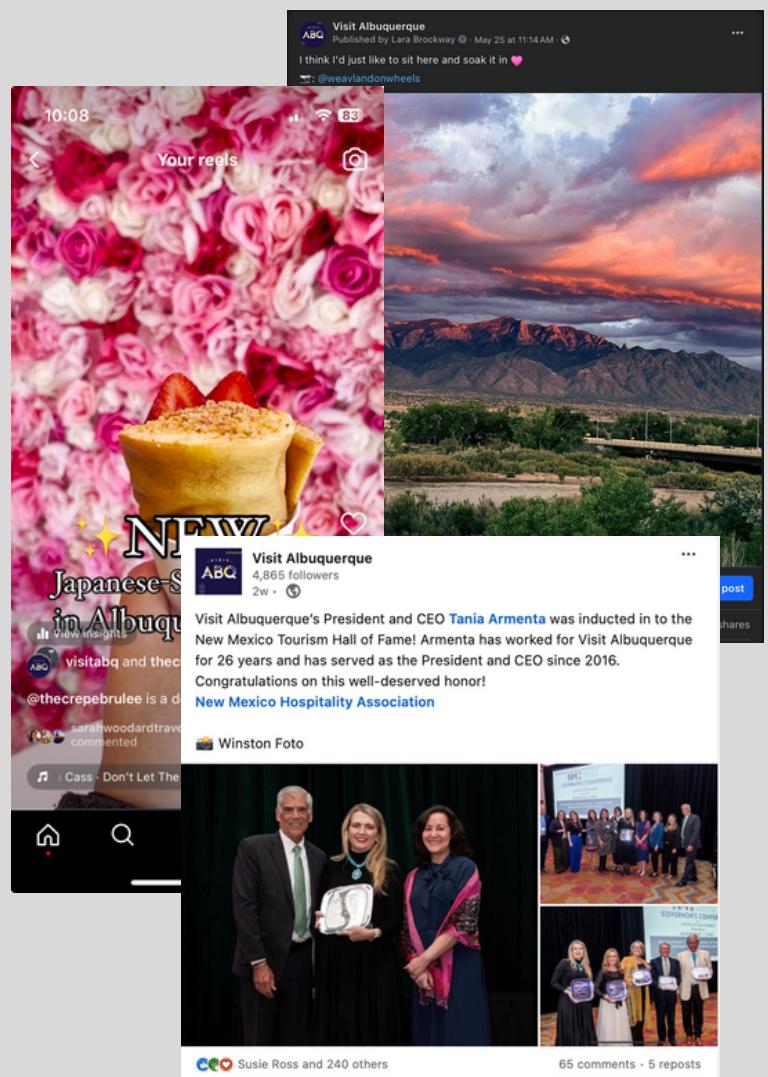
152,397

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

143

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS - MAY



5/14: Visit Albuquerque hosted a social event at Topgolf during the NMHA Governor's Conference on Tourism.



5/4: Visit Albuquerque staff attended Mayor's Ball at the Rail Yards.



5/21-23: Brenna Moore led the "Day in the Life" Media Familiarization Tour.



5/4-8: Visit Albuquerque exhibited at the 2024 IPW tradeshow along with NMTD, Visit Las Cruces, Bill Lee of Gallup and Jessica Fox of Sandia Peak Aerial Tramway.



5/3-5: Albuquerque hosted the inaugural USA Cycling Collegiate Road National Championships.



5/7: Brooke Jung presented on the 2025 Tourism Grant program.



5/21: Visit Albuquerque hosted a Volunteer Meeting at Kei & Molly Textiles.



5/22-26: Visit Albuquerque supported the inaugural Cricket Tournament held at Balloon Fiesta.

Additional Community Engagements

- 5/2: Visit Albuquerque staff attended the Home2Suites Grand Opening.
- 5/21: Brooke Jung attended the Downtown Redevelopment Plan Discussion.
- 5/24: Visit Albuquerque marketing team attended a Global Ties/YTILI Exchange Meeting.

Events Hosted by Visit Albuquerque

- 5/14: ACE Training
- 5/21: Hotel GM and DoS Meeting
- 5/29: Visit Albuquerque Board Meeting