

November 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. OCTOBER 2019

-68.0%

VS. PYTD

-57.6%

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

AVERAGE HOTEL OCCUPANCY

VS. OCTOBER 2019

-34.2%

VS. PYTD

-34.5%

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

AVERAGE DAILY RATE

VS. OCTOBER 2019

-39.3%

VS. PYTD

-20.2%

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

OCTOBER 2020 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**

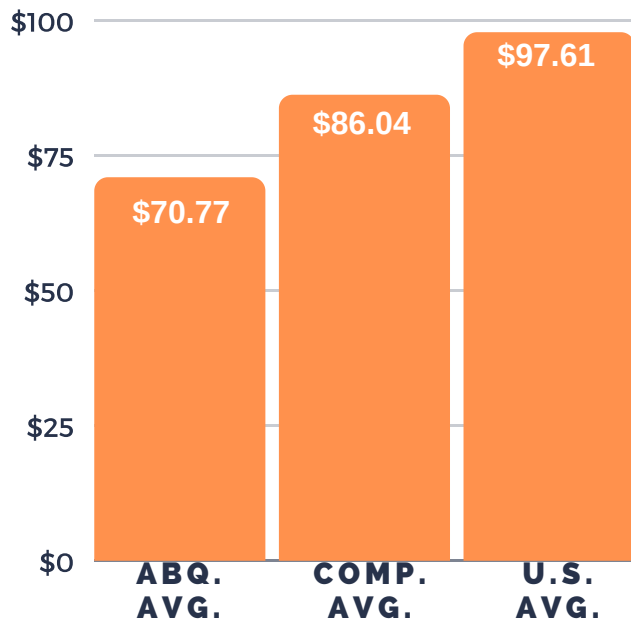
49.1%

**COMP.
AVERAGE**

48.4%

U.S. AVERAGE

48.3%



OCTOBER 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

November 2020 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL OCTOBER ENPLANED PASSENGERS

76,551

VS. OCTOBER 2019
TOTAL PASSENGERS

-71.4%



TOTAL OCTOBER DEPLANED PASSENGERS

74,298

FYTD TOTAL PASSENGERS

FY19

2.02M

FY20

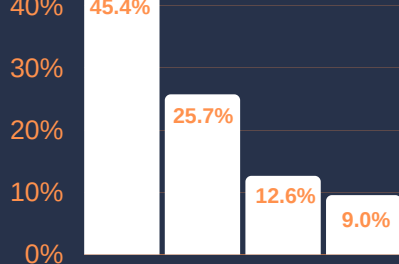
2.00M

FY21

509K

0 500,000 1,000,000 1,500,000 2,000,000 2,500,000

Top 4 Airlines by % of Market Share



Southwest
American
United
Delta



TOTAL OCTOBER LEISURE & HOSPITALITY EMPLOYMENT

***36,000**

VS. OCTOBER 2019

-18.9%

CYTD VS. PYTD

-18.3%

Source: Bureau of Labor Statistics

*Preliminary BLS figure

November 2020 Destination Dashboard

NOVEMBER BUSINESS OCCURRING

	Nov '20	% Change vs. Nov '19	% Change vs. PYTD
# of Meetings/Events	0	-100%	-92.2%
Room Nights	0	-100%	-99.3%
Attendance	0	-100%	-98.2%
Direct Spend	\$0	-100%	-99.3%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW 1	TOTAL 2
ATTENDEES 1,650	ATTENDEES 2,650
ROOM NIGHTS 2,215	ROOM NIGHTS 2,701
DIRECT SPEND \$1.7M	DIRECT SPEND \$2.0M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	37
ATTENDEES	7,884
ROOM NIGHTS	9,890
DIRECT SPEND	\$4.3M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	12	ATTENDEES	2,529
ROOM NIGHTS	1,211	DIRECT SPEND	\$588K



November 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 39
PYTD: 110 ▼ -64.5%

FUTURE ROOM NIGHTS BOOKED

FYTD: 12,591
PYTD: 92,438 ▼ -86.4%

FUTURE ATTENDANCE BOOKED

FYTD: 10,534
PYTD: 139,874 ▼ -92.5%

FUTURE DIRECT SPEND BOOKED

FYTD: \$6.4M
PYTD: \$39.2M ▼ -83.7%

ADVERTISING IMPRESSIONS

FYTD: 29.1M
PYTD: 67.5M ▼ -56.8%

WEBSITE USER SESSIONS

FYTD: 566,302
PYTD: 1,101,074 ▼ -48.6%

VISITOR GUIDE FULFILLMENT

FYTD: 3,915
PYTD: 14,543 ▼ -73.1%

VISITOR CENTER TRAFFIC

FYTD: 606
PYTD: 71,882 ▼ -99.2%

ACE TRAINEES

FYTD: 0
PYTD: 68 ▼ -100%

GROUP TOURS

FY21-Q1: 0
FY20-Q1: 46 ▼ -100%

GROUP TOUR ROOM NIGHTS

FY21-Q1: 0
FY20-Q1: 1,869 ▼ -100%

SOCIAL MEDIA FOLLOWERS

FYTD: 225,122
PYTD: 219,786 ▲ +2.4%

SOCIAL MEDIA ENGAGEMENT

FYTD: 114,523
PYTD: 239,980 ▼ -52.3%

SALES FAMILIARIZATION & SITE TOURS

FYTD: *6
PYTD: 65 ▼ -90.8%

*FYTD Includes 4 Virtual Site Tours

FY21 MEDIA SITE VISITS

0

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

29

Circulation/Reach
165,080,288

Publicity Value
\$1.8M

*Does not include local coverage or syndications/additional pickups

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

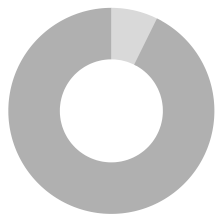
November 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. OCT 2019	VS. PYTD
TOTAL OCTOBER 2020 REVENUE		
\$570,639.27	▼ -68.0%	▼ -57.6%
*SHORT-TERM RENTALS ONLY		
\$49,287.84	▼ -0.2%	▼ -11.6%
MINUS SHORT-TERM RENTALS		
\$521,351.43	▼ -70.0%	▼ -59.3%



Short-Term Rentals
7.3%



Non
92.7%

Short-term Rentals as
a % of FYTD Revenue

**VRBO added effective Oct '19 with PYTD Airbnb;
FYTD includes Airbnb, HomeAway/VRBO, and
other Short Term Rental collections.*

10 YEAR LODGERS' TAX FYTD HISTORY



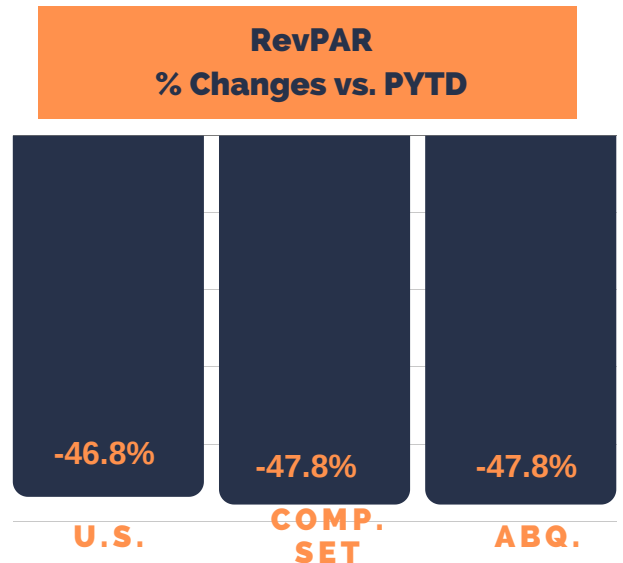
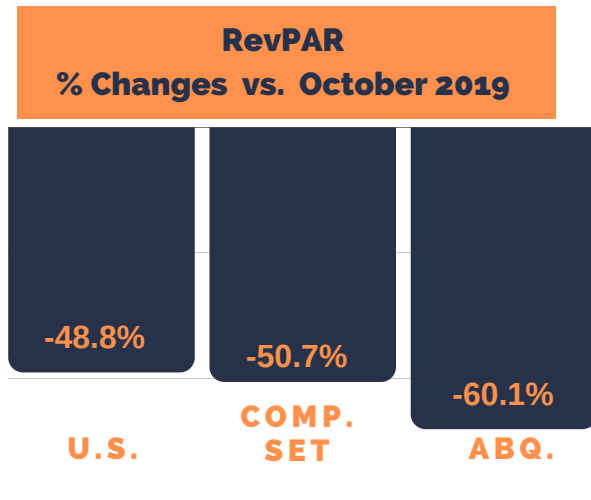
Source: City of Albuquerque




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	45.7%	-34.5%	\$72.22	-20.2%	-47.8%	-35.8%
*Comp. Set Average	46.0%	-34.0%	\$92.81	-20.1%	-47.8%	not available
U.S. Average	45.2%	-33.2%	\$105.26	-20.3%	-46.8%	-35.9%

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



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	34.9%	-54.6%	\$114.79	-9.7%	-59.0%
Uptown	31.5%	-58.0%	\$100.34	-8.8%	-61.7%
Airport	35.7%	-55.4%	\$87.17	-15.5%	-62.3%
Northern Corridor	35.7%	-49.6%	\$93.04	-16.1%	-57.7%

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.
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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

6

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$2.1M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

4,091

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



75

FYTD VS. PYTD

-70.2%

Month's Room Nights
Booked by Event Type



RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



NOVEMBER:

3-5: MPI WORLD EDUCATION CONFERENCE - GRAPEVINE, TX
19: SOCIETY OF GOVERNMENT MEETING PROFESSIONALS,
SPONSORSHIP OF VIRTUAL PROGRAM "THE WAY FORWARD"

DECEMBER:

2-3: ESPORTS TRAVEL VIRTUAL SUMMIT
3-6: USA TRACK & FIELD VIRTUAL ANNUAL MEETING
15: NM MPI VIRTUAL CONVERSATION CAFÉ
15-16: HOLIDAY SHOWCASE VIRTUAL EVENT
17: LUXURY MEETINGS VIRTUAL MEETINGS SHOWCASE:
SOUTHWEST DESTINATIONS

JANUARY:

10-13: PCMA CONVENING LEADERS VIRTUAL EVENT
21-22: EVENT SERVICE PROFESSIONALS ASSOCIATION (ESPA)
VIRTUAL EVENT

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

8

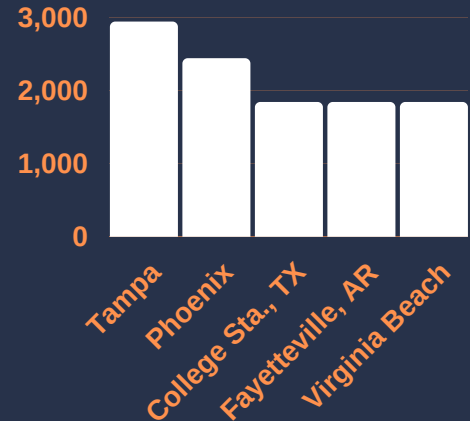
CONV.
CTR.
0

NON-CTR.
M/C
7

NON-CTR.
SPORTS
1

0 2 4 6 8

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

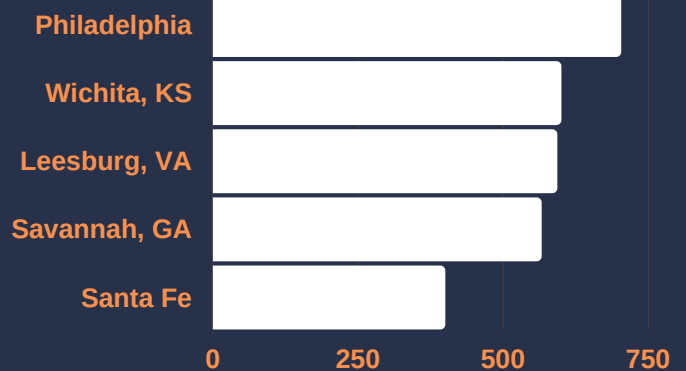


Most Room Nights Lost To (FYTD Non-Ctr. Sports)



Event CXL
100%

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



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	45%
Rotational Issues	25%
Insufficient Local Infrastructure	14%

MONTH'S ROOM NIGHTS LOST
2,897

MONTH'S ATTENDEES LOST
1,621

MONTH'S DIRECT SPEND LOST
\$1.1M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

2



FYTD MEMBERSHIP

660

VS. PYTD

-8.6%

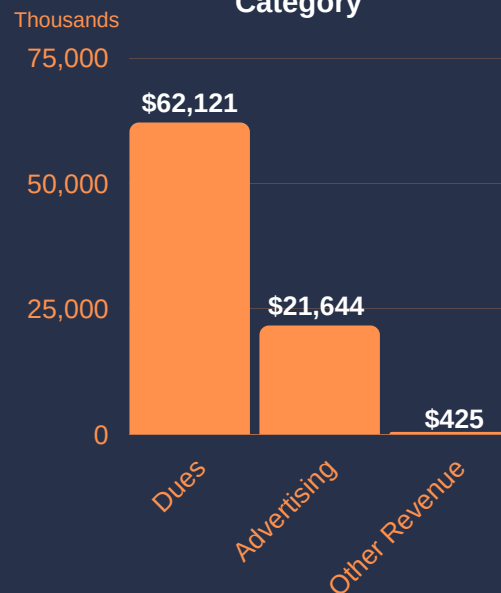
FYTD REVENUE

\$84,190

VS. PYTD

-69%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

0

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

8

Partner Orientation &
ACE Training Cancelled
due to COVID-19

.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

9

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

67M

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

67%

CORRESPONDING
PUBLICITY VALUE

\$1.6M



Condé Nast Traveler article
BP Score: 101



FEATURED MEDIA EFFORTS

- 11/1: The 2020 Readers' Choice Awards - Hotels: The Southwest & West - Condé Nast Traveler (print)**
- 11/1: Move Up a Gear (print)**
- 11/2: Governor proposes \$25M stimulus for NM's tourism industry - Albuquerque Journal (print and online)**
- 11/5: The best farm stay vacations in the US - Business Insider**
- 11/6: ABQ 365 highlights local events taking place this November - KRQE (broadcast and online)**
- 11/10: A Green Chile Road Trip Through New Mexico - Condé Nast Traveler (syndicated via MSN, among others)**
- 11/10: 12 Most Breathtaking Rock Formations in America - Reader's Digest**
- 11/17: High-altitude wines are on the rise in the U.S. - American Way**
- 11/19: How To Bring More Native American Ingredients To Your Thanksgiving Menu - Forbes**
- 11/19: Visit Albuquerque releases 2020 holiday gift guide supporting small businesses - KRQE (broadcast and online)**
- 11/20: Top 5 Thanksgiving Getaways in America Revealed - World Property Journal**
- 11/24: 'Buy Local' push picks up steam in NM during shutdown - Albuquerque Journal (print and online) (syndicated)**
- 11/30: The Best Affordable Sparkling Wines for New Year's Eve - Smarter Travel**

Local Media

National Media

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, USTA, Destinations Intl, TTRA, DMA West, STR Inc & Destination Analysts

11/3-5: Kristin McGrath attended the MPI World Education Conference in Grapevine, TX

11/20: Tania Armenta attended the Greater Albuquerque Chamber of Commerce annual meeting via video conference

11/3, 9, 16, 23 & 30: Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference

11/19: Tania Armenta attended the Destinations International CEO Conversations via video conference

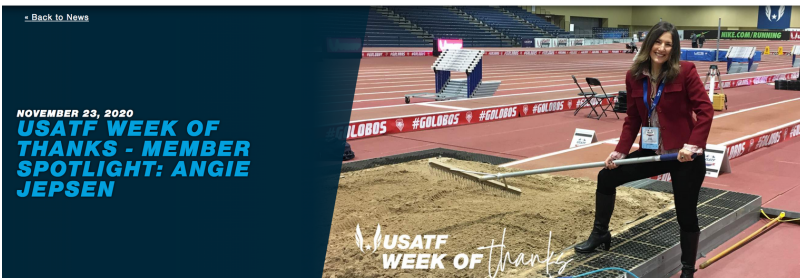
11/5 & 18: Tania Armenta attended the NM Tourism DMO Task Force meetings via video conference

11/12-13: Angela Gandy conducted a site tour with USA Cycling and CABQ and Bernalillo County Parks & Recreation Departments for the 2021 & 2022 USA Cycling Masters Road National Championships

11/11: Tania Armenta attended Economic Forum via video conference



DISCIPLINES EVENTS PROGRAMS RESOURCES ASSOCIATIONS SAFESPORT MAP MY ROUTE



Angie Jepsen was highlighted during the USATF Week of Thanks campaign spotlighting some of USATF's most dedicated members.

Events Hosted by Visit Albuquerque

11/12: DOS meeting via video conference
11/12: Visit Albuquerque Executive Committee meeting via video conference
11/17: Visit Albuquerque Board of Directors meeting via video conference
11/19: 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.

12/2: "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics. Criteria and chart provided on following page.

DECEMBER 2020

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COUNTY-BY-COUNTY REOPENING CRITERIA

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%.

	RED	YELLOW	GREEN
Mass gathering limit	5 people 10 vehicles	10 people 25 vehicles	20 people 100 vehicles
Places of lodging that are NM Safe Certified	40% of max occupancy	60% of max occupancy	75% of max occupancy
Places of lodging that are not NM Safe Certified	25% of max occupancy	25% of max occupancy	40% of max occupancy
Vacation rentals	5 guests maximum	5 guests maximum	10 guests maximum
Outdoor dining at food and drink establishments	25% of max capacity; must close by 9 p.m. if alcohol is served	75% of max capacity; must close by 10 p.m. if alcohol is served	75% of max capacity
Indoor dining at food and drink establishments	Not permitted	25% of max capacity; must close by 10 p.m. if alcohol is served	50% of max capacity
Essential retail businesses	25% of max capacity or 75 customers at a time, whichever is smaller	25% of max capacity or 125 customers at a time, whichever is smaller	50% of max capacity
Essential businesses, non-retail	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
Close-contact businesses	25% of max capacity or 10 customers at a time, whichever is smaller	25% of max capacity or 20 customers at a time, whichever is smaller	50% of max capacity
Houses of worship	25% of max capacity	25% of max capacity	50% of max capacity
Close-contact recreational facilities	Closed	Closed	Closed
Outdoor recreational facilities	25% of max capacity, unless required to have lower capacity under state COVID-Safe Practices	25% 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
All other businesses	25% of max capacity or 75 customers at a time, whichever is smaller	25% of max capacity or 125 customers at a time, whichever is smaller	50% of max capacity