

# November 2019 Destination Dashboard

## LODGERS' TAX COLLECTIONS

VS. SEPTEMBER 2018

**+10%**

VS. FYTD 2019

**+9.2%**

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

## AVERAGE HOTEL OCCUPANCY

VS. OCTOBER 2018

**+3.5%**

VS. PYTD

**+5%**

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

## AVERAGE DAILY RATE

VS. OCTOBER 2018

**+3.9%**

VS. PYTD

**+5%**

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

## OCTOBER 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE  
AVERAGE**

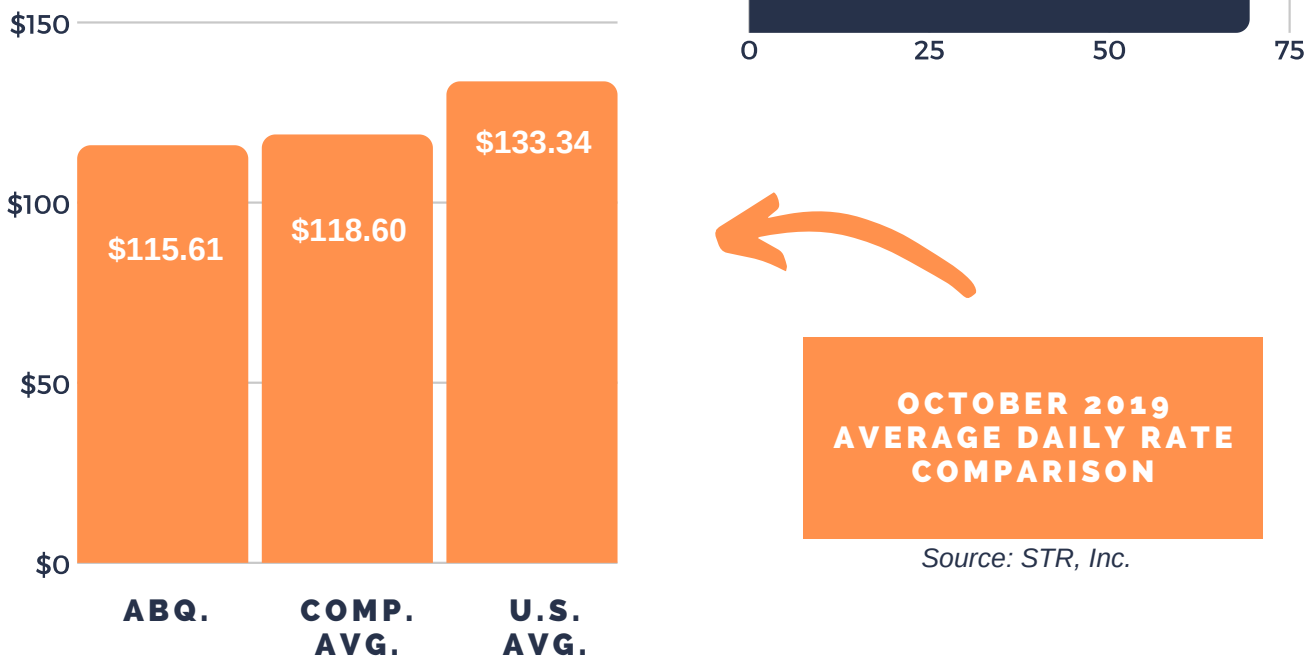
75%

**COMP.  
AVERAGE**

70.1%

**U.S. AVERAGE**

69.3%



## OCTOBER 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# November 2019 Destination Dashboard

Source: Albuquerque International Sunport



## TOTAL OCTOBER ENPLANED PASSENGERS

**267,094**

## OCTOBER 2019 VS. 2018 TOTAL PASSENGERS

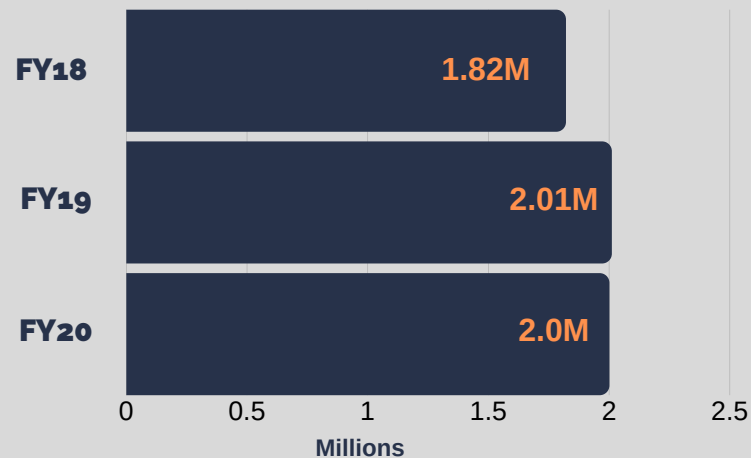
**+1.7%**



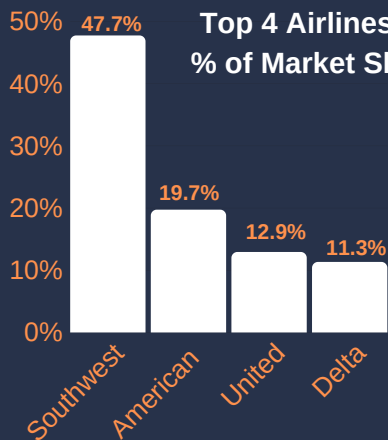
## TOTAL OCTOBER DEPLANED PASSENGERS

**260,893**

## FYTD TOTAL PASSENGERS



## Top 4 Airlines by % of Market Share



## TOTAL OCTOBER LEISURE & HOSPITALITY EMPLOYMENT

**46,400**

Source: Bureau of Labor Statistics

## VS. OCTOBER 2018

**+4.5%**

## CYTD VS. PYTD

**+4.86%**

# November 2019 Destination Dashboard

## NOVEMBER BUSINESS OCCURRING

	Nov. '19	% Change vs. Nov. '18	% Change vs. PYTD
# of Meetings/Events	<b>17</b>	<b>-50%</b>	<b>-14%</b>
Room Nights	<b>19,013</b>	<b>-29.2%</b>	<b>-11.5%</b>
Attendance	<b>37,533</b>	<b>-17.5%</b>	<b>+19%</b>
Direct Spend	<b>\$8.9M</b>	<b>-19.1%</b>	<b>+5.6%</b>

### FUTURE CITYWIDE\* EVENTS BOOKED FYTD

<b>NEW</b>	<b>TOTAL</b>
3	23
<b>ATTENDEES</b>	<b>ATTENDEES</b>
4,995	104,009
<b>ROOM NIGHTS</b>	<b>ROOM NIGHTS</b>
3,816	62,646
<b>DIRECT SPEND</b>	<b>DIRECT SPEND</b>
\$2.2M	\$27.1M

### FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

<b>TOTAL</b>	87
<b>ATTENDEES</b>	35,865
<b>ROOM NIGHTS</b>	29,792
<b>DIRECT SPEND</b>	\$12.1M

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

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

<b># OF EVENTS</b>	53	<b>ATTENDEES</b>	124,885
<b>ROOM NIGHTS</b>	69,308	<b>DIRECT SPEND</b>	\$29.4M



# November 2019 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 110  
 PYTD: 116  -5.2%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 92,438  
 PYTD: 57,766  +60%

## FUTURE ATTENDANCE BOOKED

FYTD: 139,874  
 PYTD: 120,094  +16.5%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$39.2M  
 PYTD: \$25.3M  +55.3%

## ADVERTISING IMPRESSIONS

FYTD: 67.4M  
 PYTD: 18.5M  +265%

## WEBSITE USER SESSIONS

FYTD: 1,041,169  
 PYTD: 977,718  +6.5%

## VISITOR GUIDE FULFILLMENT

FYTD: 14,543  
 PYTD: 23,863  -39.1%

## VISITOR CENTER TRAFFIC

FYTD: 71,882  
 PYTD: 30,072  +139%

## ACE TRAINEES

FYTD: 68  
 PYTD: 44  +54.5%

## GROUP TOURS

FY20 Q1: 56  
 FY19 Q1: 89  -37.1%

## GROUP TOUR ROOM NIGHTS

FY20 Q1: 1,869  
 FY19 Q1: 2,312  -19.2%

## SOCIAL MEDIA FOLLOWERS

FYTD: 219,786  
 PYTD: 206,650  +6.4%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 239,980  
 PYTD: 173,707  +38.2%

## SALES FAMILIARIZATION & SITE TOURS

FYTD: 26  
 PYTD: 23  +13%

## FYTD MEDIA SITE VISITS

19

## FYTD EARNED MEDIA COVERAGE

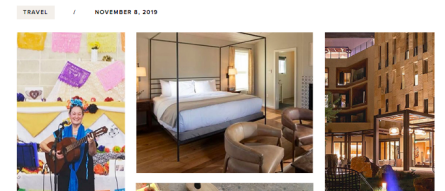
### Travel Articles Generated

32

Impressions  
 477,708,903

Publicity Value  
 \$951,560.34

### The Everygirl's Weekend City Guide to Albuquerque, New Mexico



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

# November 2019 President's Report

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

### TOTAL SEPTEMBER 2019 REVENUE

\$1,364,867.47

### VS. SEPT. 2018

▲ +10.01%

### VS. FYTD 2019

▲ +9.24%



### AIRBNB ONLY

\$49,991.72

▲ +40.53%

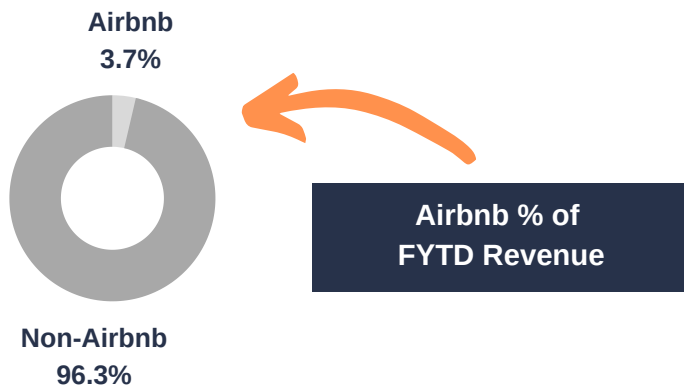
▲ +33.02%

### MINUS AIRBNB

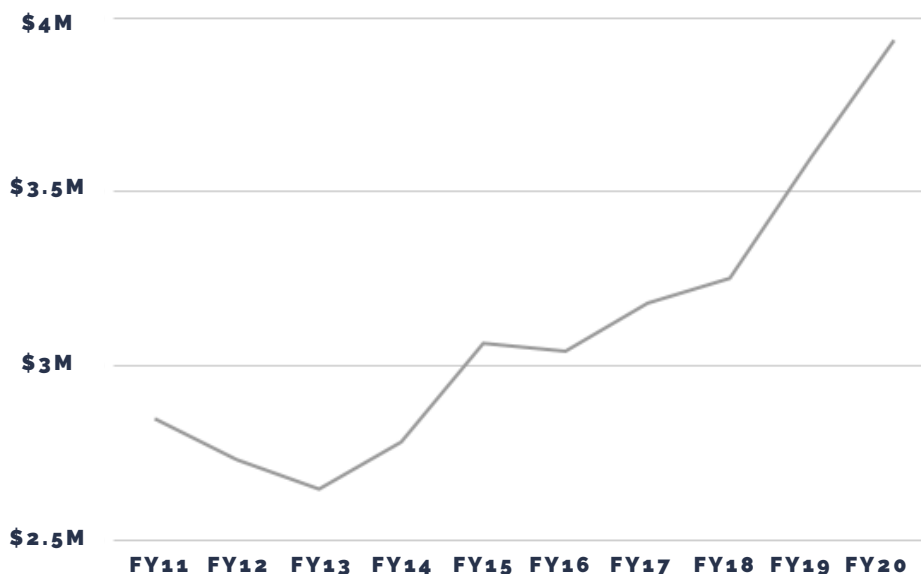
\$1,314,875.75

▲ +9.11%

▲ +8.47%



### 10 YEAR LODGERS' TAX FYTD HISTORY

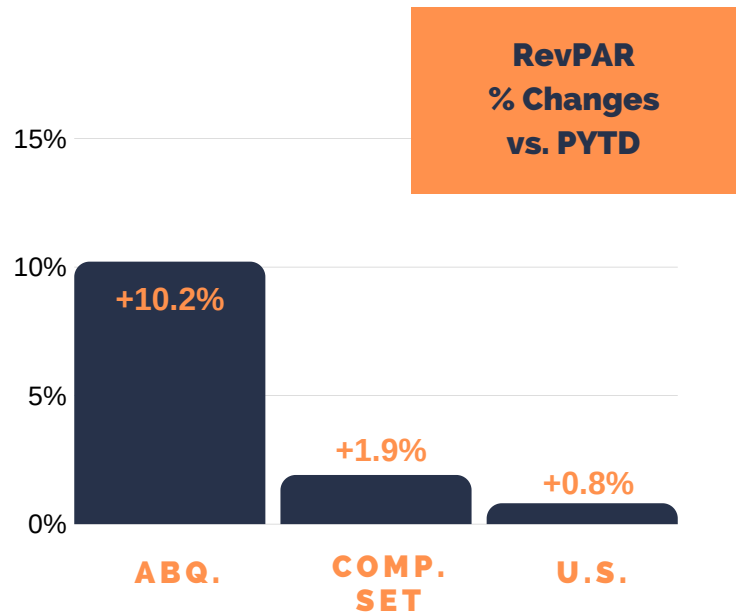
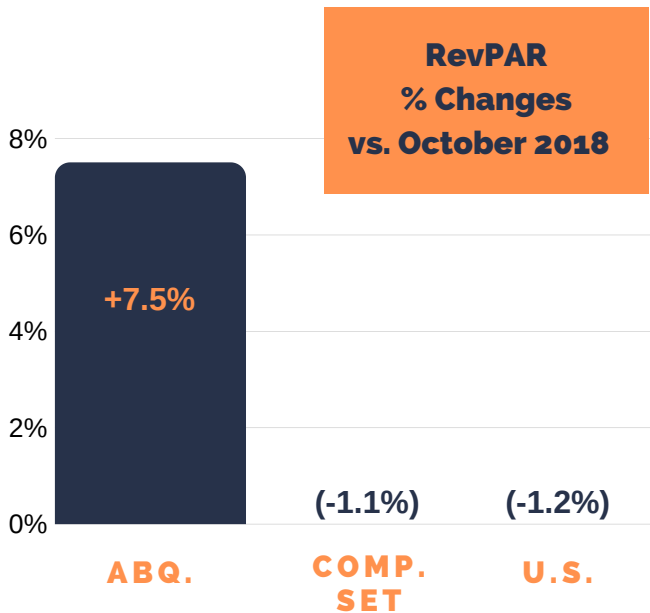


Source: City of Albuquerque



## 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>70.1%</b>	<b>+5%</b>	<b>\$89.99</b>	<b>+5%</b>	<b>+10.2%</b>	<b>+3.7%</b>
Comp. Set Average	<b>69.7%</b>	<b>+0.5%</b>	<b>\$116.10</b>	<b>+1.4%</b>	<b>+1.9%</b>	not available
U.S. Average	<b>67.8%</b>	<b>-0.1%</b>	<b>\$132.07</b>	<b>+0.9%</b>	<b>+0.8%</b>	<b>+1.9%</b>



### Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	<b>76.7%</b>	<b>+6.1%</b>	<b>\$127.49</b>	<b>+3.9%</b>	<b>+10.2%</b>
Uptown	<b>74.9%</b>	<b>+4.4%</b>	<b>\$110.09</b>	<b>+5.6%</b>	<b>+10.2%</b>
Airport	<b>80.2%</b>	<b>+0.3%</b>	<b>\$103.27</b>	<b>+8.1%</b>	<b>+8.4%</b>
Northern Corridor	<b>70.8%</b>	<b>+5%</b>	<b>\$110.83</b>	<b>+6.4%</b>	<b>+11.8%</b>

\*Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

# CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL  
EVENT BOOKINGS

5

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$2.6M

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

4,871

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD



252

FYTD VS. PYTD

+ 2%

Month's Room Nights  
Booked by Event Type

Mtgs. & Conventions  
39.5%



Sporting Events  
60.5%

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### OCTOBER

13-15: CONNECT MED/TECH, DALLAS, TX

### NOVEMBER

11-14: TEAMS CONFERENCE & EXPO, ANAHEIM, CA

13-16: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS  
ANNUAL MEETING, NEW ORLEANS, LA

### DECEMBER

8-12: NATIONAL TOUR ASSOCIATION ANNUAL CONVENTION, FORT  
WORTH, TX

16: DESTINATIONS INTERNATIONAL CONVENTION SALES &  
LEADERSHIP FORUM, WASHINGTON, DC

17: HOLIDAY SHOWCASE, CHICAGO, IL

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

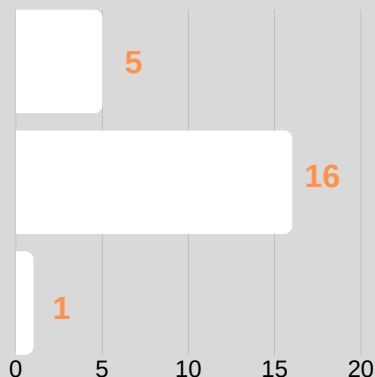
# CONVENTION SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

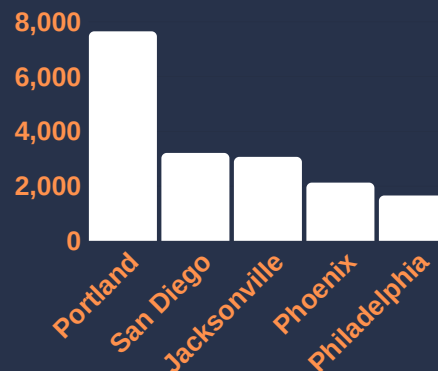
### MONTH'S TOTAL LOSSES

22

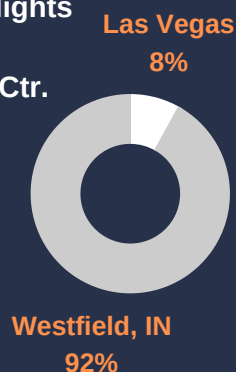
CONV.  
CTR.  
  
NON-CTR.  
M/C  
  
NON-CTR.  
SPORTS



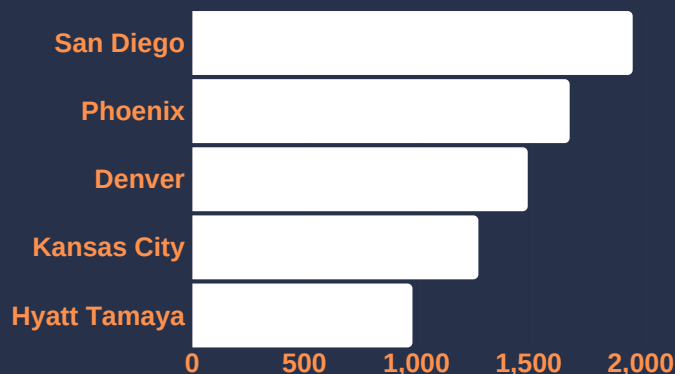
### Most Room Nights Lost To (FYTD Conv. Ctr. Events)



### 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

% of Room Nights Lost

Perceived Destination Desirability	28%
Preferred Location Available	13%
Did Not Make Shortlist	12%
Transportation/Accessibility Issues	10%

**MONTH'S ROOM NIGHTS LOST**  
17,317

**MONTH'S ATTENDEES LOST**  
9,685

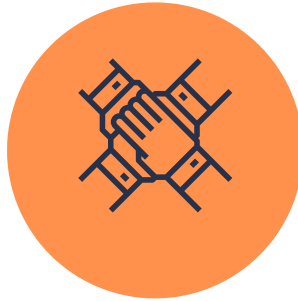
**MONTH'S DIRECT SPEND LOST**  
\$7.7M



## PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

6



FYTD MEMBERSHIP

722

VS. PYTD

+1.4%

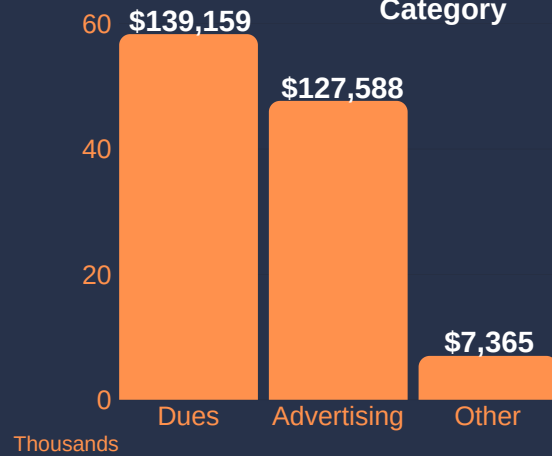
FYTD REVENUE

\$274,112

VS. PYTD

+32%

FYTD Revenue by  
Category



PARTNER EVENTS THIS MONTH

2

11/20: Partner Orientation  
11/21: ACE Training



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# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

2

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

1.87+M

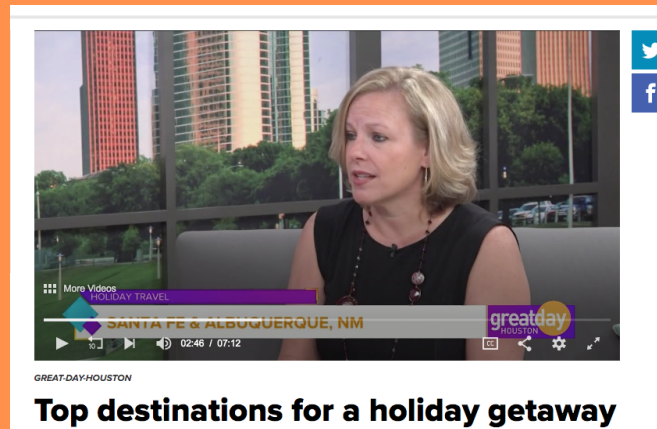
POSITIVE QUALITY  
MEDIA COVERAGE  
(% OF ARTICLES W/ A  
BARCELONA PRINCIPLES  
SCORE OF 55+)

100%

CORRESPONDING  
PUBLICITY VALUE

\$3,275.12

November segment on  
Great Day Houston  
BP Score: 70



## FEATURED MEDIA EFFORTS

**11/6: ABQ 365 highlights Tango Festival, Prickly Pear Harvest, and more in weekend entertainment - KRQE (broadcast and online)**

**11/7: Top Destinations for a Holiday Getaway - KHOU.com/Great Day Houston**

**11/8: The Everygirl's Weekend City Guide to Albuquerque, NM- TheEverygirl**

**11/13: ABQ 365 previews comedy, cranes, and concerts in upcoming events - KRQE (broadcast and online)**

**11/20: ABQ 365 previews art exhibitions, craft sales, weaving showcase and more in this week's upcoming events - KRQE (broadcast and online)**

**11/27: ABQ 365 previews upcoming performances, concerts, and holiday events - KRQE (broadcast and online)**

**11/28: ABQ 365 previews Thanksgiving events around Albuquerque - KRQE (broadcast and online)**

Local Media

National Media

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## MARKETING, COMMUNICATIONS & TOURISM (CONT.)

### TOP PERFORMING E-MARKETING CAMPAIGNS

"BRING LIGHT TO NEW  
HOLIDAY TRADITIONS IN ABQ"

130,507 LEISURE  
CONTACTS

OPEN RATE

5.9%

CLICK-TO-  
OPEN RATE

15.2%

"5 MUST-VISIT HOT  
SPRINGS & SPAS IN ABQ"

130,367 LEISURE  
CONTACTS

6.2%

14.8%

### TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

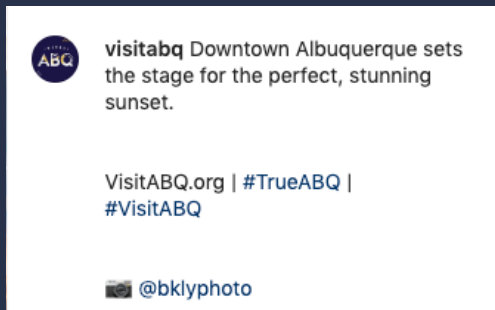
20,233

### SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,658

 59,000

 30,128



THE MOST  
ENGAGING  
INSTAGRAM POST  
OF THE MONTH



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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

**11/21: Misty Jester hosted a site tour for the Army Nuclear Weapons Warrant Officers**

**11/4: Cecilia Padilla and Larry Atchison hosted a pre-conference meeting with representatives from the National Association for Gifted Children**

**11/4-7: Audrey Johnson and Linda Ryan attended Simpleview's Fall CMS and DMS User Group meetings in Louisville, KY**

**11/20: Cecilia Padilla attended the APD Connect meeting at the Comfort Inn Airport**

**11/5: Tania Armenta attended AED's 505 Awards for Leadership in Economic Development**

**11/12-13: Brenna Moore and Ceela McElveny represented Visit Albuquerque at the 2019 International Food and Wine Travel Writers Association Conference in Santa Fe**

**11/6: The City of Albuquerque and Visit Albuquerque were recognized for our collective efforts on the 2019 National Senior Games at the New Mexico Hospitality Association Top Hat Awards Gala**

**11/11-14: Angie Jepsen and Angela Gandy attended the TEAMS Conference & Expo in Anaheim, CA**

## Events Hosted by Visit Albuquerque

**11/15: Registrars' Appreciation Luncheon**  
**11/19: Board of Directors Meeting**  
**11/20: Partner Orientation**  
**11/21: ACE Training**

