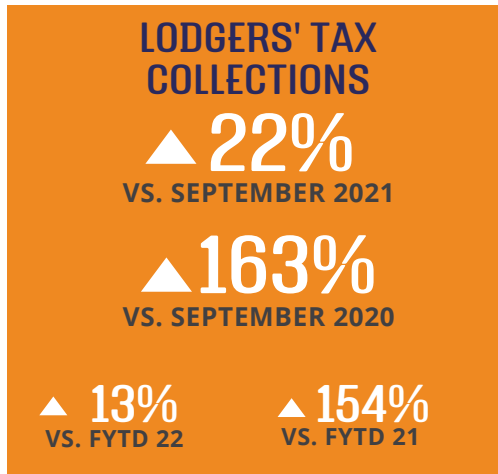
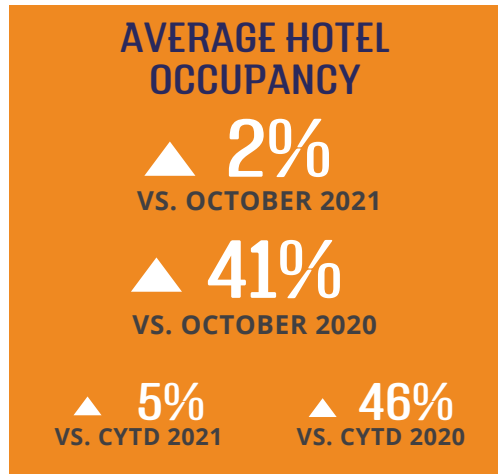


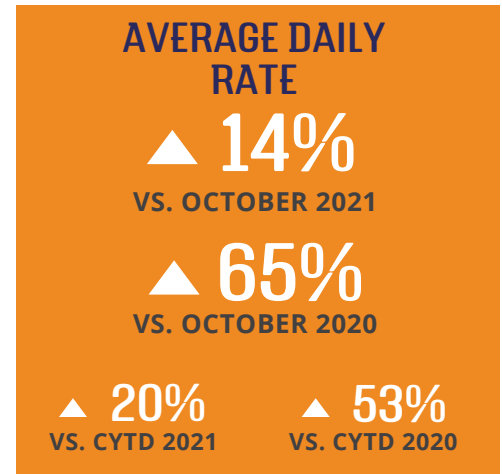
# November 2022 Destination Dashboard



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

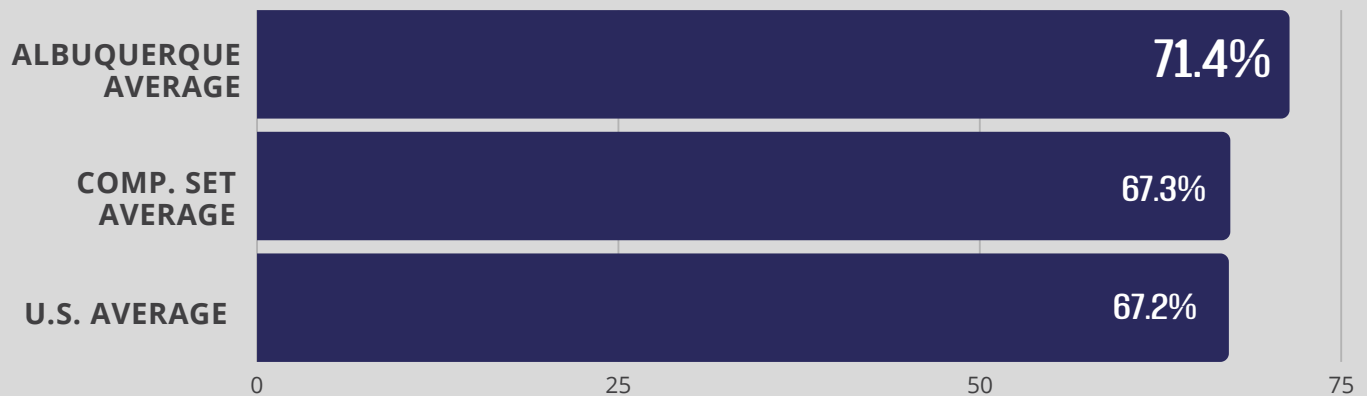


Source: STR, Inc.  
See expanded STR data on pg. 2 of the President's Report



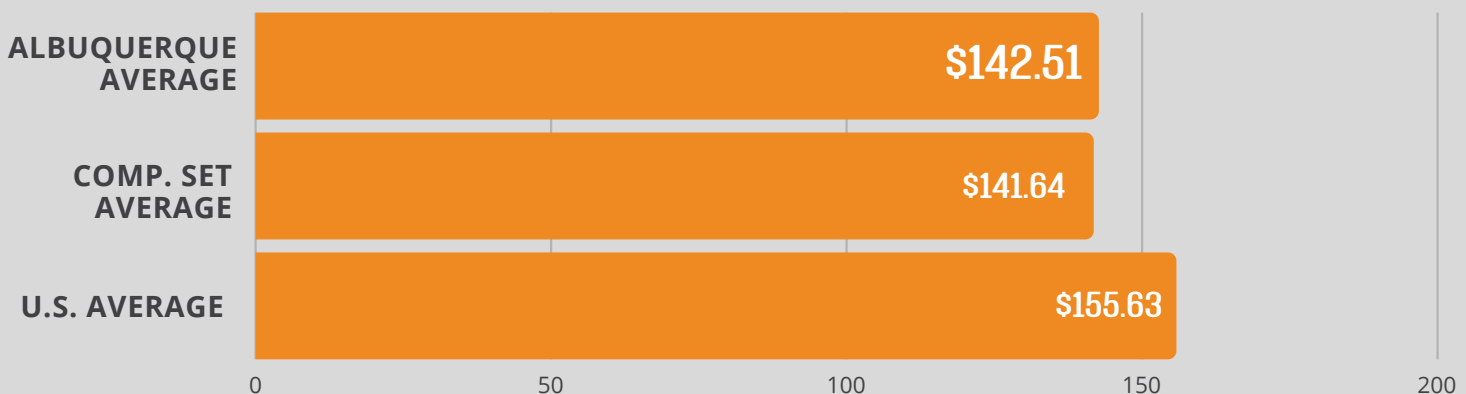
Source: STR, Inc.  
See expanded STR data on pg. 2 of the President's Report

## OCTOBER 2022 - OCCUPANCY RATE COMPARISON



Source: STR, Inc.

## OCTOBER 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

# November 2022 Destination Dashboard

## OCTOBER 2022 - SUNPORT AIRLINE METRICS

**489,082**  
TOTAL PASSENGERS

▲ 24%

VS. OCTOBER 2021  
TOTAL PASSENGERS

▲ 224%

VS. OCTOBER 2020  
TOTAL PASSENGERS



TOTAL OCTOBER  
DEPLANED PASSENGERS

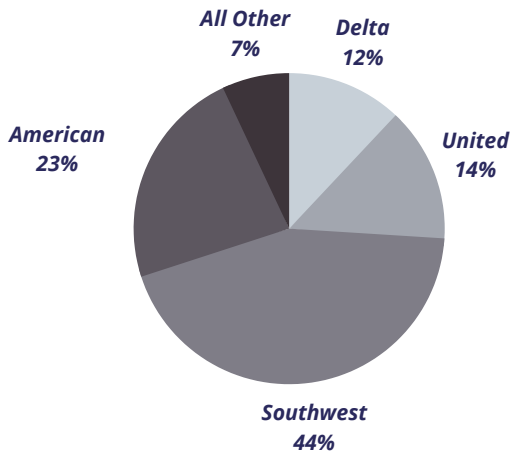
**239,049**

TOTAL OCTOBER  
ENPLANED PASSENGERS

**250,033**



### AIRLINES BY % OF MARKET SHARE



### 5-YR FYTD TOTAL PASSENGERS

FY19 2,016,051

FY20 1,899,323

FY21 509,166

FY22 1,470,593

FY23 1,781,753

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**42,600**

TOTAL OCTOBER 2022 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ 2%

VS. OCTOBER 2021

▲ 19%

VS. OCTOBER 2020

44.2K  
OCT. 2018

45K  
OCT. 2019

41.6 K  
OCT. 2021

42.6 K  
OCT. 2022

35.8K  
OCT. 2020

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# November 2022 Destination Dashboard

NOVEMBER BUSINESS OCCURRING	NOV '22	NOV '21	% CHANGE VS. NOV '21	% CHANGE VS. NOV '20
# OF MEETINGS/EVENTS	24	12	100% ▲	N/A
ROOM NIGHTS	11,809	10,067	17% ▲	N/A
ATTENDANCE	27,019	25,878	4% ▲	N/A
DIRECT SPEND	\$5,518,810	\$4,318,811	28% ▲	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	1	10	-41% ▼	400% ▲
ROOM NIGHTS	750	13,036	-48% ▼	383% ▲
ATTENDANCE	550	26,932	-45% ▼	916% ▲
DIRECT SPEND	\$574,039	\$5,660,265	-48% ▼	178% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	65	92	37% ▲	149% ▲
ROOM NIGHTS	18,504	25,408	34% ▲	157% ▲
ATTENDANCE	12,857	32,006	15% ▲	306% ▲
DIRECT SPEND	\$9,417,414	\$13,247,142	69% ▲	205% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	45	21,251	
	SPORTING EVENTS	ROOM NIGHTS	
	46,956	\$9.9M	
	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 by 2024.

# November 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

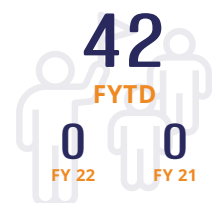
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
FUTURE EVENTS BOOKED	102	84	21% ▲	39	162% ▲
FUTURE ROOM NIGHTS BOOKED	38,444	44,091	-13% ▼	12,591	205% ▲
FUTURE ATTENDANCE BOOKED	58,938	77,107	-24% ▼	10,534	460% ▲
FUTURE DIRECT SPEND	\$18,907,408	\$18,605,665	2% ▲	\$6,382,785	196% ▲
GROUP TOURS**	15	19	-21% ▼	0	100% ▲
GROUP TOUR ROOM NIGHTS**	218	456	-52% ▼	0	100% ▲

MARKETING	FYTD *	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	114,824,223	188,438,083	-39% ▼	29,149,342	294% ▲
WEBSITE USER SESSIONS	1,099,732	1,203,132	-9% ▼	566,302	94% ▲
SOCIAL MEDIA FOLLOWERS	265,369	237,895	12% ▲	225,122	18% ▲
SOCIAL MEDIA ENGAGEMENT	494,228	226,218	118% ▲	114,523	332% ▲
VISITOR GUIDE FULFILLMENT	9,657	9,707	-1% ▼	3,915	147% ▲
VISITOR CENTER TRAFFIC	39,055	42,607	-8% ▼	606	6K% ▲
EARNED MEDIA‡					
TRAVEL ARTICLES	36	24	50% ▲	29	24% ▲
CIRCULATION REACH	155,509,729	67,341,640	131% ▲	165,080,288	-6% ▼
PUBLICITY VALUE	\$1,502,893	\$727,169	107% ▲	\$1,821,869	-18% ▼

## FAMILIARIZATION & SITE TOURS

	FYTD	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
SALES	14	17	-18%	6	133%
MEDIA	9	10	-10%	0	N/A

## ACE TRAINEES



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

\*\*Data reported is quarterly.

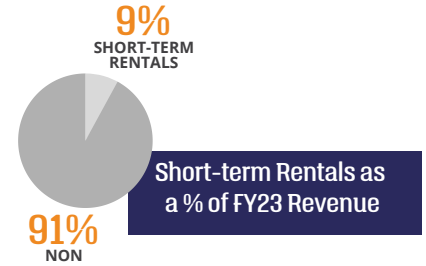
†FY23 and FY22 ad impressions include co-op partnership with NM True.

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

# November 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Sep '22	Sep '21	% CHG
TOTAL REVENUE	\$1,552,590	\$1,277,708	22% ▲
SHORT-TERM RENTALS (STR)**	\$139,231	\$94,904	41% ▲
REVENUE MINUS STR	\$1,413,359	\$1,182,804	19% ▲

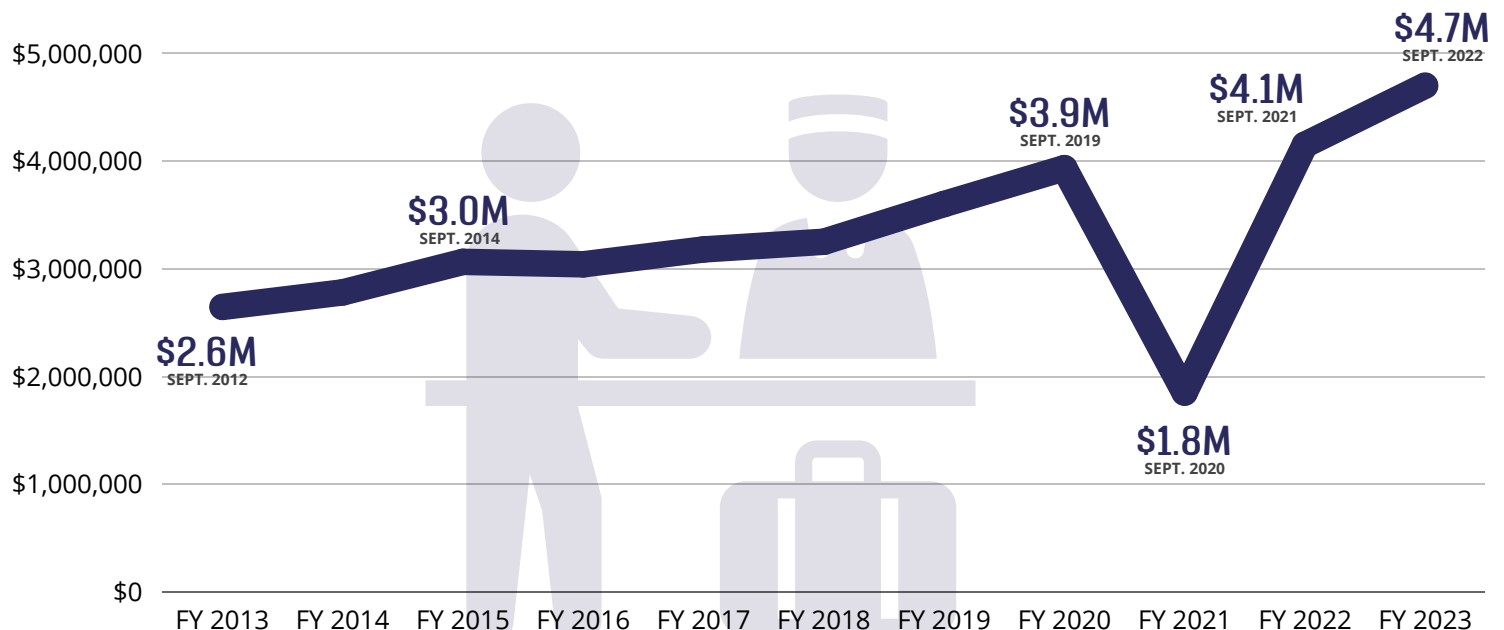


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY22	FYTD vs. FY21
		TOTAL % CHG	TOTAL % CHG
TOTAL REVENUE	\$4,701,485	\$4,152,101 13% ▲	\$1,852,512 154% ▲
SHORT-TERM RENTALS (STR)**	\$403,636	\$291,212 35% ▲	\$127,184 217% ▲
REVENUE MINUS STR	\$4,297,849	\$3,860,889 11% ▲	\$1,725,328 149% ▲

\*Value rounded up to nearest dollar.

\*\* Includes Airbnb, VRBO/Home Away, and short-term rentals collections.

## LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



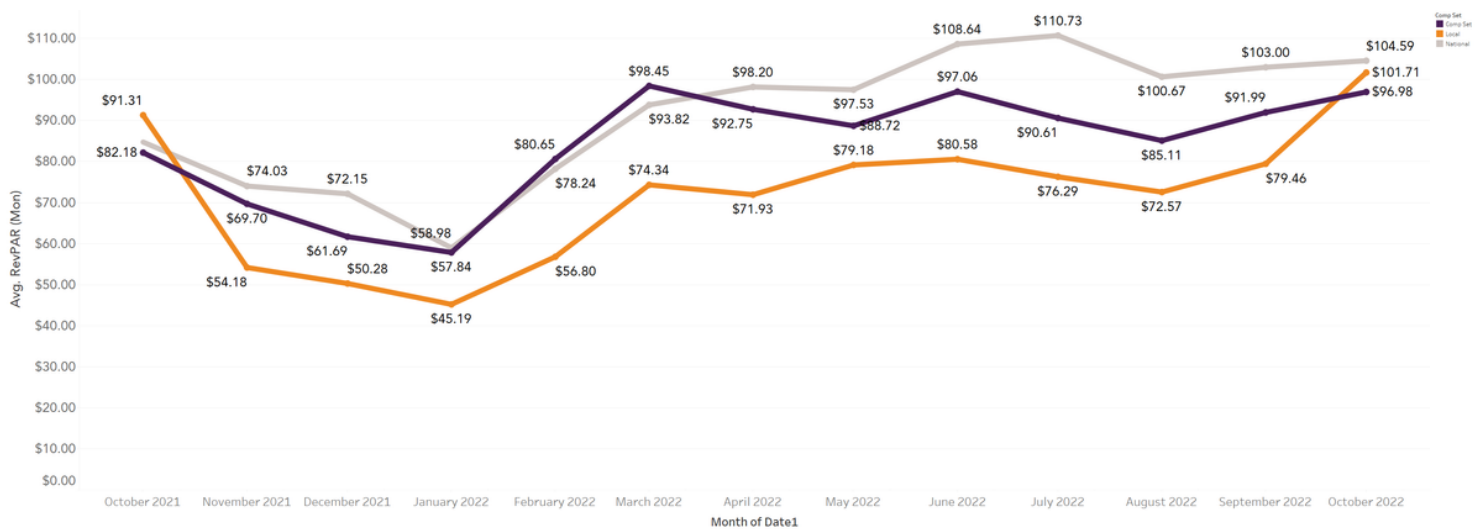


# STR, INC. LODGING INDUSTRY REPORT - October 2022

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	67%	5% ▲	\$110.22	20% ▲	\$73.79	27% ▲
COMP SET*	65%	9% ▲	\$133.70	21% ▲	\$88.20	33% ▲
UNITED STATES	64%	10% ▲	\$149.54	21% ▲	\$95.64	33% ▲

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

## RevPAR: October 2021 - October 2022



Source: STR, Inc.

## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	52%	7% ▲	\$157.99	13% ▲	\$82.07	20% ▲
UPTOWN	62%	34% ▲	\$128.46	9% ▲	\$79.17	45% ▲
AIRPORT	69%	25% ▲	\$116.63	15% ▲	\$80.81	44% ▲
NORTHERN CORRIDOR	62%	23% ▲	\$133.72	16% ▲	\$83.22	42% ▲

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting. Reproduction or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

# SALES, SERVICES & SPORTS - NOVEMBER 2022

8

MONTH'S TOTAL  
EVENT BOOKINGS

\$1.5M

ESTIMATED DIRECT  
SPEND GENERATED

3,157

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

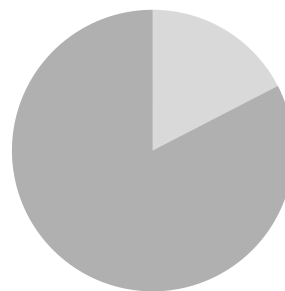
102

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▲ 21%  
FYTD VS. FY 22

▲ 162%  
FYTD VS. FY 21

83%  
SPORTING  
EVENTS



17%  
MEETINGS &  
CONVENTIONS

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### NOVEMBER:

- 9-10: CONNECT WEST - SAN FRANCISCO, CA
- 16-19: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS - JACKSONVILLE, FL
- 28-29: CONNECT DC - WASHINGTON, DC
- 29-12/1: HOLIDAY SHOWCASE - CHICAGO, IL

### DECEMBER:

- 13-15: IAEE EXPO! EXPO! - LOUISVILLE, KY

### JANUARY:

- 8-10: PCMA CONVENING LEADERS - COLUMBUS, OH
- 23-24: NEW MEXICO HOSPITALITY ASSOCIATION TRENDS CONFERENCE - SANTA FE, NM
- 24-26: INDEPENDENT PLANNERS EDUCATION CONFERENCE - MEMPHIS, TN
- 24-26: RCMA RELIGIOUS CONF MANAGEMENT CONFERENCE - CHATTANOOGA, TN
- 29-2/1: CESSE WINTER MEETING - BALTIMORE, MD

### MARCH:

- 2-6: MIC COLORADO - DENVER, CO
- 25: DESTINATION SHOWCASE - NATIONAL HARBOR, MD

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ALBUQUERQUE

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# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

11

TOTAL LOST  
EVENTS

13,016

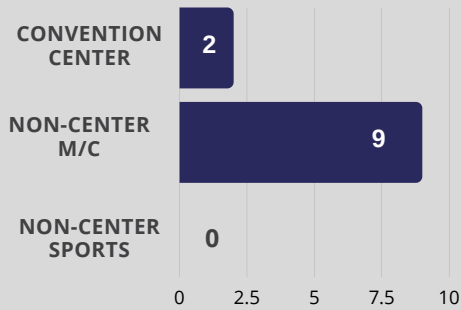
LOST ROOM  
NIGHTS

4,169

LOST ATTENDEES

\$4.8M

LOST EST. DIRECT  
SPEND

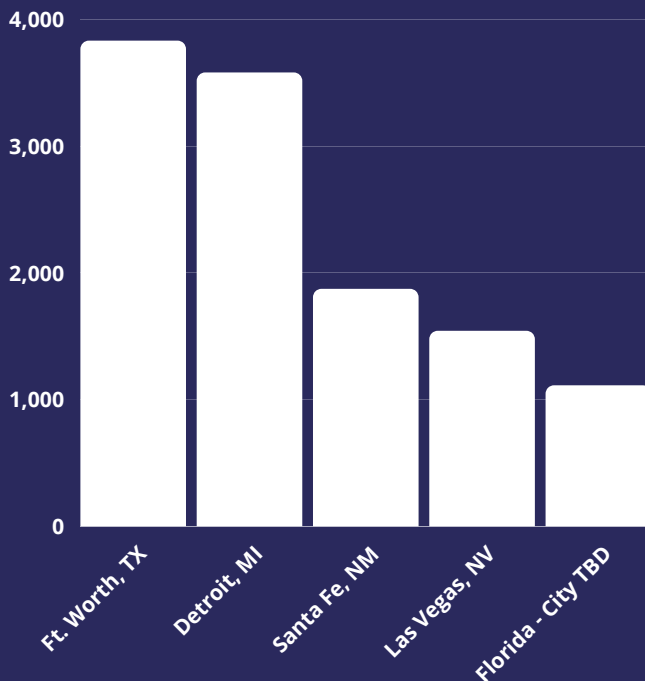


### Reoccurring Convention Center Lost Business Reasons FYTD

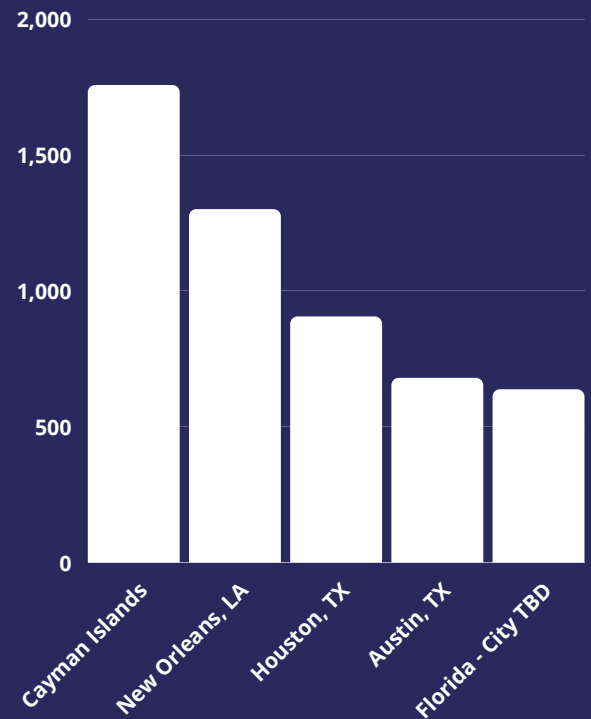
% of Room Nights Lost

Other Location(s) Preferred	49%
Insufficient Local Infrastructure	24%
Geographic Proximity	8%
Event Redesigned/Restructured/ Postponed/Cancelled	4%

### Most Room Nights Lost To (FYTD Convention Center Events)



### Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



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# PARTNER DEVELOPMENT - NOVEMBER 2022

1

NEW PARTNER  
THIS MONTH

624

FYTD PARTNERSHIP

-80% ▼

VS. NOV '21

-50% ▼

VS. NOV '20

1% ▲

VS. FY22

-5% ▼

VS. FY21

## FYTD PARTNER REVENUE OVERVIEW

\$236,741

FYTD REVENUE

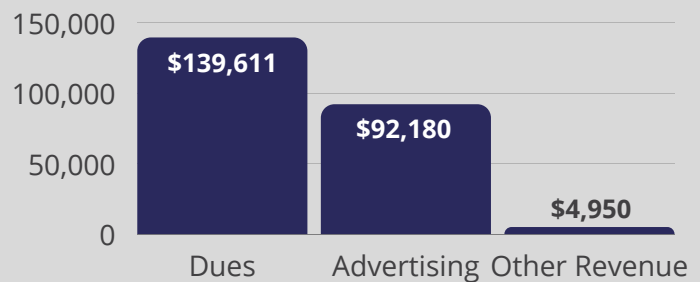
44% ▲

VS. FY22

181% ▲

VS. FY21

FYTD Revenue by Category



### RECENT PARTNER EVENTS

ACE Training at  
Doubletree by  
Hilton

15

ATTENDEES

Visit Albuquerque  
Holiday Party at  
Embassy Suites

307

ATTENDEES



### UPCOMING PARTNER EVENTS

- Partner Extranet Training  
January 12-13, 2023
- ACE Training February 15,  
2023 at National Museum of  
Nuclear Science & History

# MARKETING, COMMUNICATIONS & TOURISM

## NOVEMBER AT-A-GLANCE

6

TRAVEL ARTICLES  
GENERATED

14.8M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$137K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

The Takeout  
BP Score: 123

If You Don't Eat This in Albuquerque, You Haven't Tasted New Mexico

Pueblo Indian posole is a great way to experience the city's culture.

By Rosalind Cummings-Yeates | Published November 28, 2022 | Comments (2) | Alerts



Photo: Indian Pueblo Cultural Center

## FEATURED MEDIA EFFORTS\*

11/3: 7 Places to Visit to Responsibly Experience Native American Culture - Tinybeans

11/9: Great Ways to Honor Native American Heritage Month - Albuquerque - Multicultural Marketing Resources, Inc.

11/17: Visit Albuquerque Highlights November Events - KRQE

11/19: The Best Christmas Light Displays in Every State - Travel + Leisure

11/24: Taking the Kids to See the Best and Brightest Holiday Lights - Tribune Content Agency

11/27: 10 Places in The U.S. to See the View From Above in a Hot Air Balloon Ride - The Travel

11/26: Small Business Saturday: Support Local - KOB

11/28: If You Don't Eat This in Albuquerque, You Haven't Tasted New Mexico - The Takeout

\*Color Key: Local Media, National Media

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**ALBUQUERQUE**

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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

11/16: "Ring in the Holidays in Albuquerque"

114,934  
LEISURE CONTACTS

22%

5%

11/18: "Celebrate the Holidays in Albuquerque"

3,265  
LOCAL CONTACTS

45%

17%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 131,476

 59,088

 48,934

 23,178

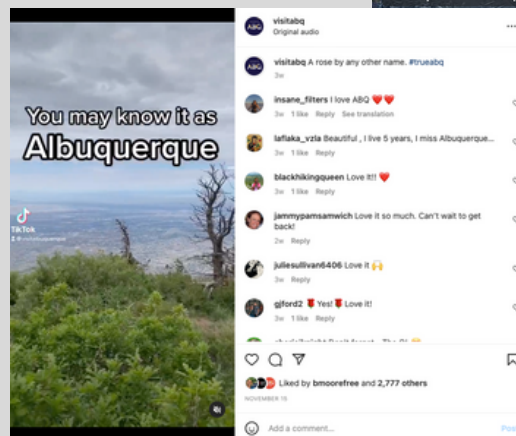
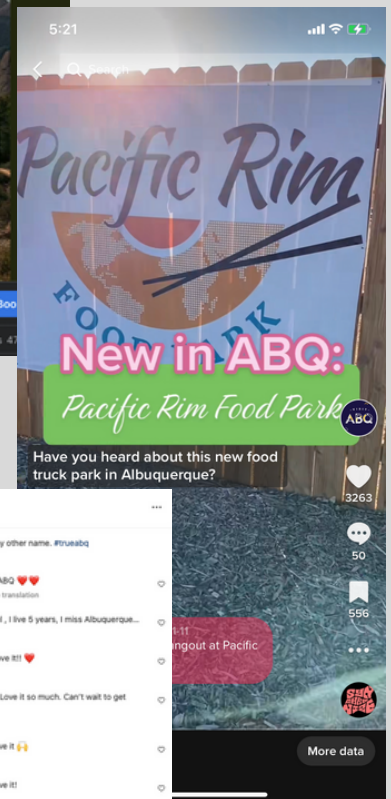
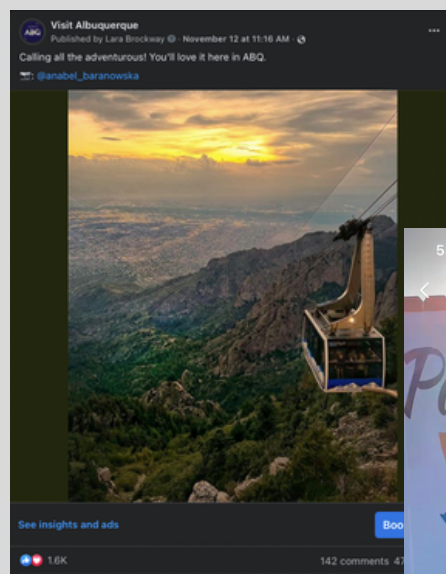
54,734

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

101

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

## NOVEMBER

- 9** Tania Armenta attended the New Mexico Hospitality Association Meeting.
- 10**
  - Brenna Moore attended the 2022 NMPRSA Cumbre Awards Ceremony.
  - Visit Albuquerque Board and Staff members attended the New Mexico Hospitality Association 2022 Top HAT Awards.
- 14**
  - Tania Armenta attended the New Mexico Hospitality Association Government Affairs Committee Meeting.
  - Tania Armenta and Board leadership attended the Albuquerque City Council Meeting.
- 16** Tania Armenta attended the Balloon Fiesta Board Meeting.
- 28** Visit Albuquerque staff met with Nob Hill Main Street.
- 29** The Albuquerque Sports Commission hosted a site tour for the USA Taekwondo 2024 West Grand Prix.

## Events Hosted by Visit Albuquerque

- 11/2: ATMD Governance Committee Meeting
- 11/8: Visit Albuquerque Board of Directors Meeting
- 11/17: Director of Sales Meeting & Reception