

DESTINATION DASHBOARD

OCTOBER 2018

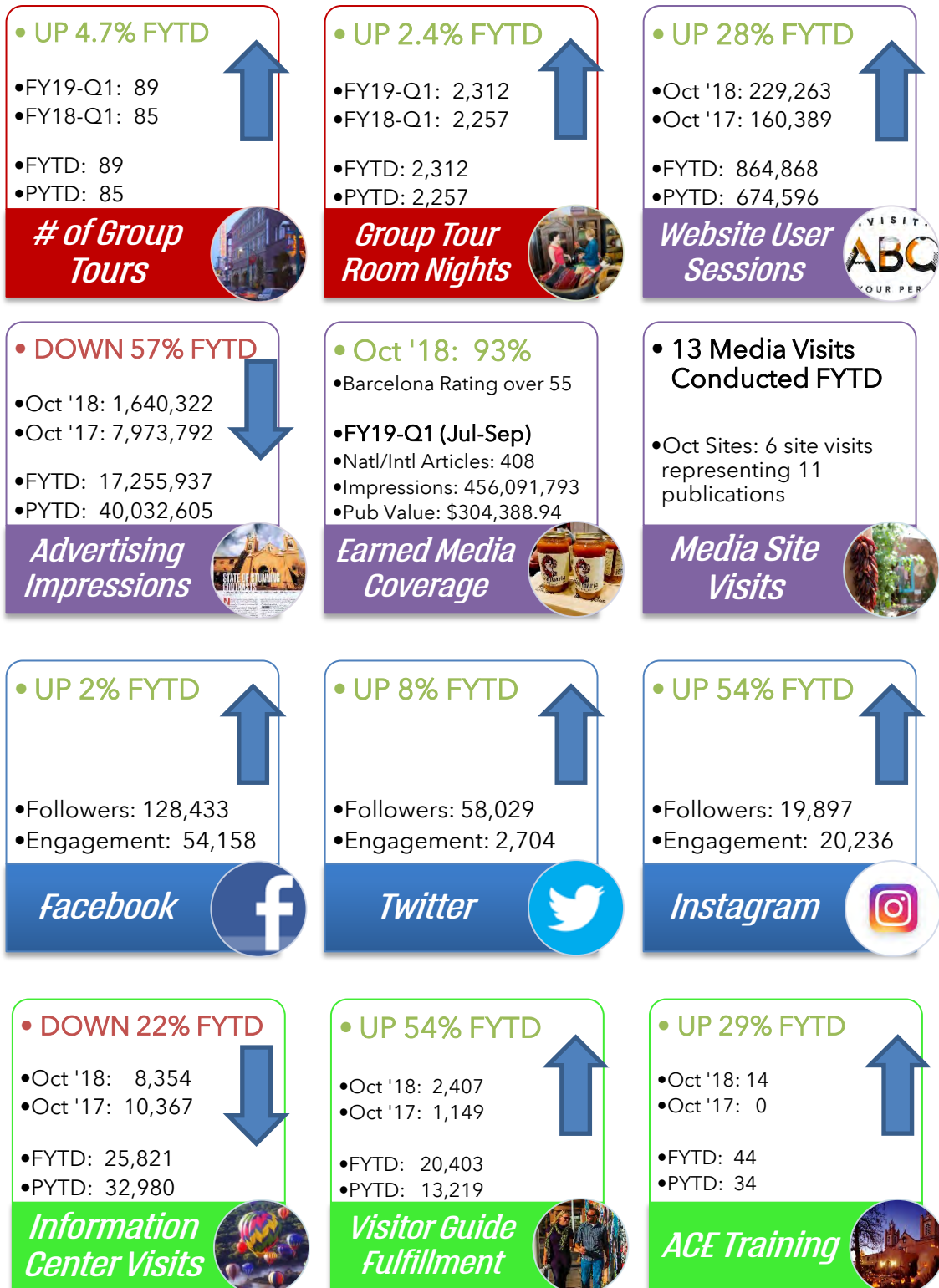
Fiscal Year July 1 – June 30



DESTINATION DASHBOARD

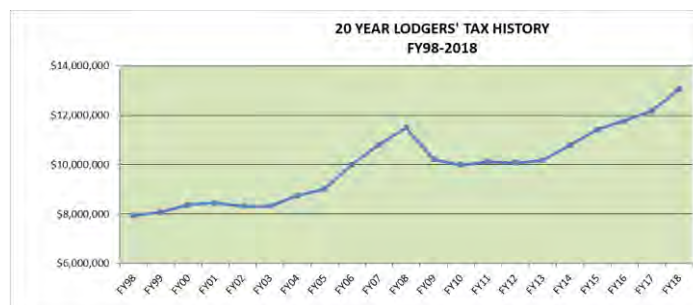
OCTOBER 2018

Fiscal Year July 1 – June 30



PRESIDENT'S REPORT OCTOBER 2018

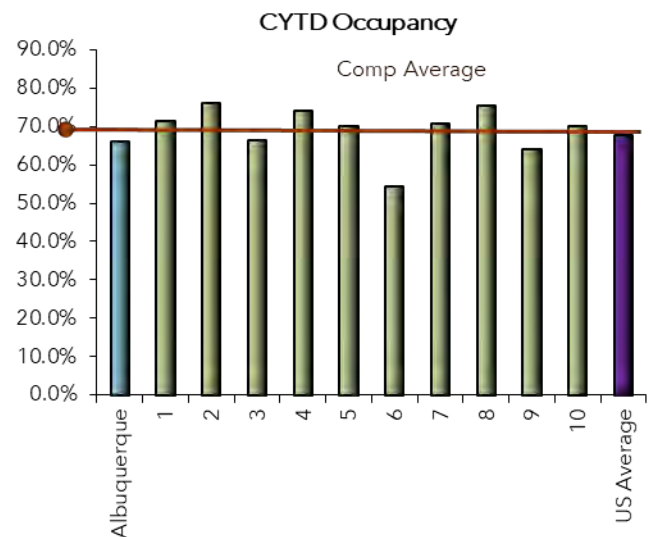
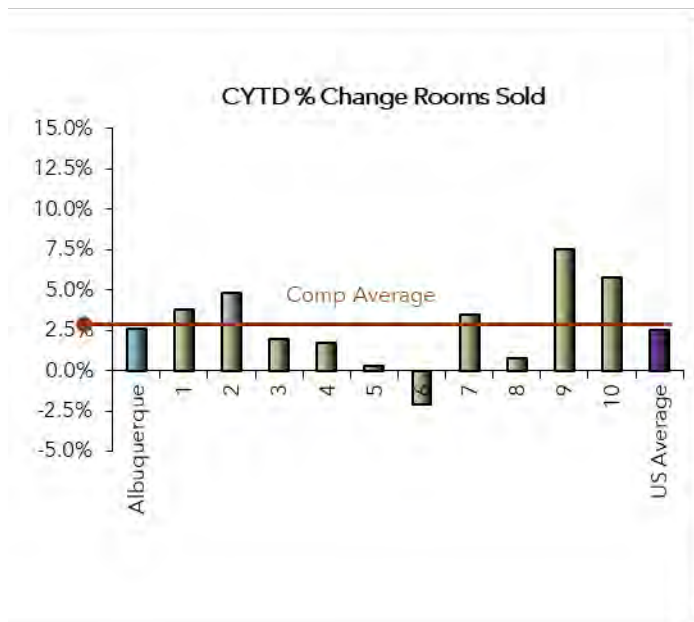
5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Aug '18	Aug '17	% Ch from Aug '17	FYTD	PYTD	FY % Ch
\$1,100,980.10	\$1,085,963.03	1.4%	\$2,283,676.17	\$2,188,911.76	4.3%
Monthly Comparison Airbnb					
Aug '18	Aug '17	% Ch from Aug '17	FYTD	PYTD	FY % Ch
\$40,304.81	\$0.00	100.0%	\$77,570.76	\$0.00	100.0%
Monthly Comparison Total Revenue excluding Airbnb					
Aug '18	Aug '17	% Ch from Aug '17	FYTD	PYTD	FY % Ch
\$1,100,980.10	\$1,096,150.26	0.4%	\$2,284,092.84	\$2,229,790.84	2.4%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Aug '18	Aug '17	% Ch from Aug '17	FYTD	PYTD	FY % Ch
\$1,141,284.91	\$1,096,150.26	4.1%	\$2,361,663.60	\$2,229,790.84	5.9%



SMITH TRAVEL RESEARCH

Lodging Industry Report												
September 2018							Calendar Year To Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	68.1%	5.6%	\$83.56	1.4%	7.1%	4.6%	66.2%	3.3%	\$82.11	1.9%	5.3%	2.6%
Markets												
1	69.1%	-6.0%	\$142.47	5.3%	-1.0%	-2.2%	71.4%	-2.2%	\$140.34	1.1%	-1.0%	3.8%
2	82.0%	-0.2%	\$139.20	-0.3%	-0.5%	3.4%	76.2%	0.2%	\$133.54	0.8%	1.0%	4.8%
3	56.2%	-0.7%	\$95.06	-0.8%	-1.4%	-2.0%	66.4%	3.0%	\$111.95	4.5%	7.7%	2.0%
4	76.6%	-1.2%	\$118.87	5.5%	4.2%	1.5%	74.2%	-0.7%	\$113.01	2.3%	1.6%	1.7%
5	65.8%	-4.2%	\$108.09	4.6%	0.2%	-4.5%	70.2%	0.7%	\$93.25	1.3%	2.1%	0.3%
6	51.5%	-9.1%	\$80.30	-2.1%	-10.9%	-8.4%	54.4%	-4.0%	\$82.05	-0.3%	-4.3%	-2.1%
7	72.3%	4.5%	\$110.81	1.7%	6.3%	8.3%	70.9%	-0.1%	\$109.88	0.3%	0.1%	3.5%
8	80.2%	1.8%	\$146.66	3.2%	5.1%	4.0%	75.6%	-1.8%	\$139.87	0.7%	-1.1%	0.8%
9	64.4%	2.4%	\$84.13	4.0%	6.5%	8.8%	64.2%	1.7%	\$84.32	2.1%	3.8%	7.5%
10	63.7%	5.1%	\$110.37	6.6%	12.1%	7.7%	70.2%	3.0%	\$131.23	1.7%	4.8%	5.8%
Comp Average	68.2%	-0.2%	\$110.87	2.6%	2.5%	1.9%	69.1%	0.3%	\$111.05	1.5%	1.8%	2.8%
US Average	68.0%	-2.1%	\$131.00	1.9%	-0.3%	-0.1%	67.7%	0.5%	\$130.37	2.5%	3.1%	2.5%

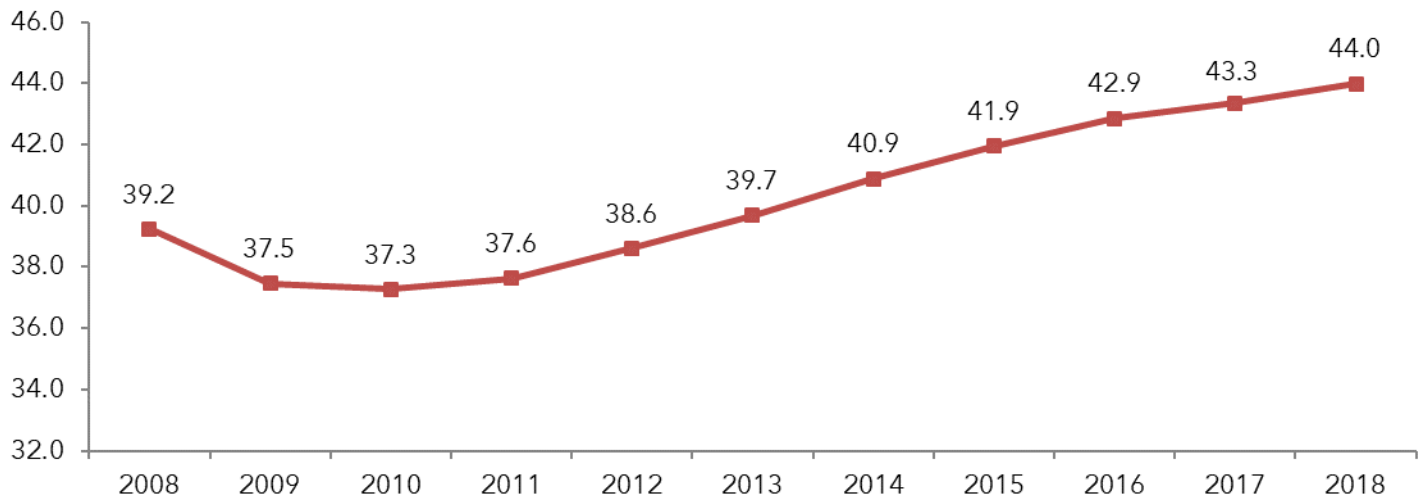
Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	71.3%	-4.0%	\$120.43	-3.1%	-6.9%	-4.0%	71.1%	2.2%	\$118.70	-0.5%	1.7%	2.2%
Uptown	65.2%	12.9%	\$104.32	0.2%	13.1%	12.9%	63.0%	-2.7%	\$103.57	-0.9%	-3.6%	-2.0%
Airport	81.4%	0.3%	\$95.50	6.4%	6.7%	0.3%	79.0%	0.0%	\$91.90	3.0%	3.0%	0.0%
N Corridor	72.6%	1.9%	\$102.55	3.7%	5.7%	1.9%	66.8%	-4.2%	\$100.02	2.2%	-2.1%	-4.2%



Source: Smith Travel Research Inc - Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January - September (In Thousands)



Source: Bureau of Labor Statistics

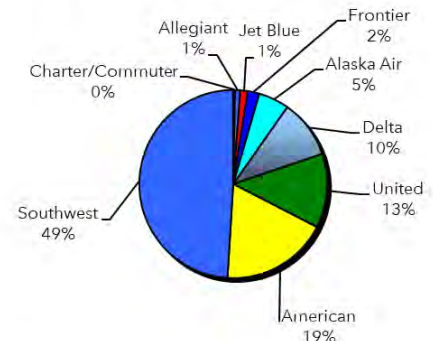
Albuquerque International Sunport Activity

Aviation Passengers						
	Sept '18	Sept '17	% Ch from Sept '17	CYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	230,254	213,443	7.9%	2,032,352	1,807,551	12.4%
Total Deplaned Passengers	238,568	212,167	12.4%	2,034,188	1,796,493	13.2%
Total All Passengers	468,822	425,610	10.2%	4,066,540	3,604,044	12.8%

Total Passengers by Calendar Year

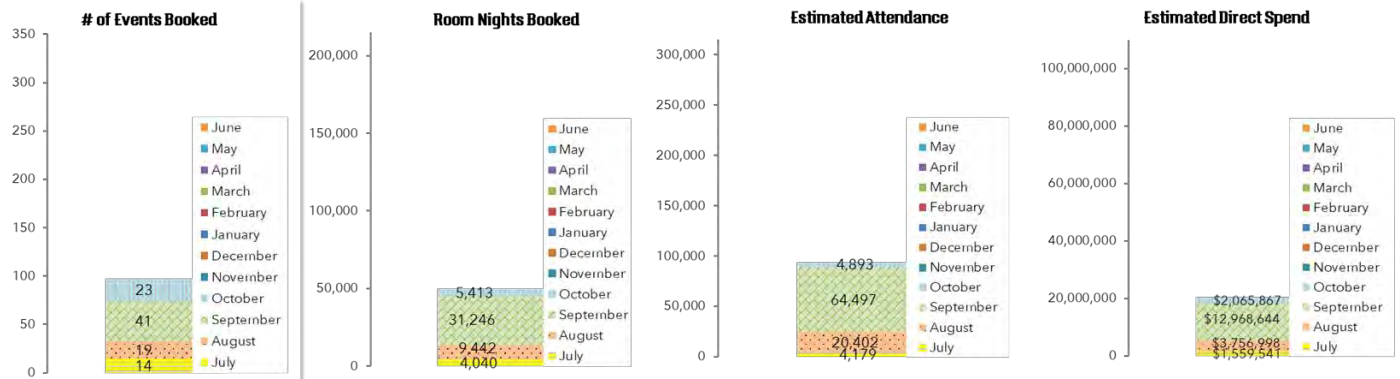


September 2018 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

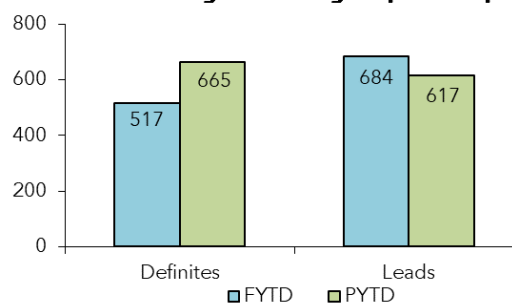


October					FYTD			
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	23	5,413	4,893	\$2,065,867	97	50,141	93,971	\$20,351,050
New Citywides	-	-	-	\$0	6	7,712	17,582	\$3,019,339
Total Citywides	-	-	-	\$0	15	28,087	64,734	\$11,360,600
Total Non-Citywides	23	5,413	4,893	\$2,065,867	82	22,054	29,237	\$8,990,450

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	18	3,684	2,752	\$1,434,602	48	12,843	11,132	\$5,082,026
New Citywides	-	-	-	\$0	-	-	-	\$0
Total Citywides	-	-	-	\$0	-	-	-	\$0
Non-Citywides	18	3,684	2,752	\$1,434,602	48	12,843	11,132	\$5,082,026

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	5	1,729	2,141	\$631,265	49	37,298	82,839	\$15,269,024
New Citywides	-	-	-	\$0	6	7,712	17,582	\$3,019,339
Total Citywides	-	-	-	\$0	15	28,087	64,734	\$11,360,600
Non-Citywides	5	1,729	2,141	\$631,265	34	9,211	18,105	\$3,908,424

Average Room Nights per Group

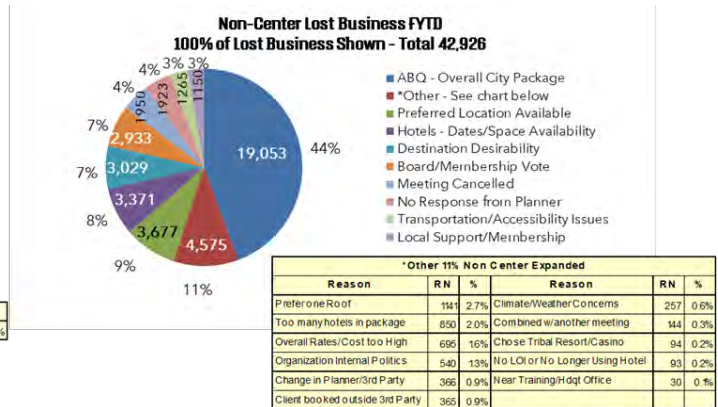
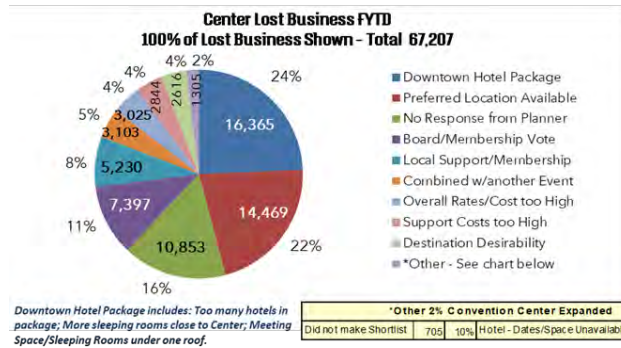


Current Tentatives							
Room Nights				We are projecting to turn the following room nights in:			
				Nov	Dec	Jan	% of Total
Center M/C		60,618		4,510	9,080	1,478	24.9%
Center Sports		6,598		741	1,735	0	37.5%
NC Mtgs/Conv		27,478		2,175	693	0	10.4%
NC Sports		24,475		1,359	4,456	774	26.9%
Total		119,169		8,785	15,964	2,252	22.7%

CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	Oct '18	Oct '17	% Ch	FYTD	PYTD	% Ch
Number of Leads	32	37	-13.5%	206	183	12.6%
Total Potential Room Nights	16,249	25,653	-36.7%	140,895	112,848	24.9%
Total Attendance	11,328	13,917	-18.6%	167,666	120,497	39.1%



Lost Business	October				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	28	34,851	15,890	\$15,850,555	106	110,133	63,362	\$52,544,533
Convention Center	9	27,646	12,572	\$13,342,716	31	67,207	31,772	\$32,989,229
Non-Center Mtgs/Conv	19	7,205	3,318	\$2,507,839	73	23,908	12,334	\$8,260,734
Non-Center Sports	-	-	-	\$0	2	19,018	19,256	\$11,294,570

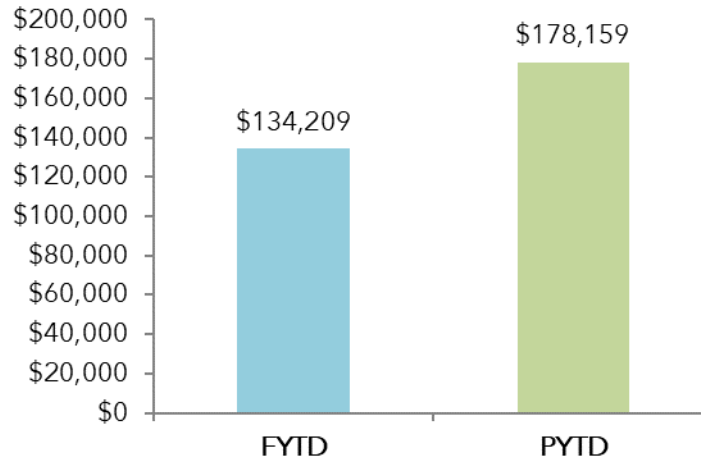
Top 5 Destinations Chosen over ABQ											
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports			
October		FYTD		October		FYTD		October		FYTD	
Salt Lake City	12,055	Salt Lake City	12,055	Salt Lake City	1,150	Salt Lake City	1,670	None		TBD	19,018
San Diego	2,350	San Diego	5,967	Chicago	875	Minneapolis	1,465				
Grand Rapids, MI	1,221	Colorado Springs	4,790	Dallas	538	Puerto Rico	1,325				
		Phoenix	4,116	San Antonio	530	Chicago	1,275				
To Be Determined	8,917	Long Beach, CA	3,820	Winston-Salem	230	San Diego	951				

Business Occurring						
	Oct '18	Oct '17	% Ch	FYTD	PYTD	% Ch
Number of Meetings	35	29	20.7%	116	112	3.6%
Room Nights	12,027	7,834	53.5%	52,423	41,379	26.7%
Attendance	12,993	6,526	99.1%	56,092	55,628	0.8%
Direct Spending	\$5,264,893	\$2,458,454	114.2%	\$20,624,009	\$17,520,659	17.7%

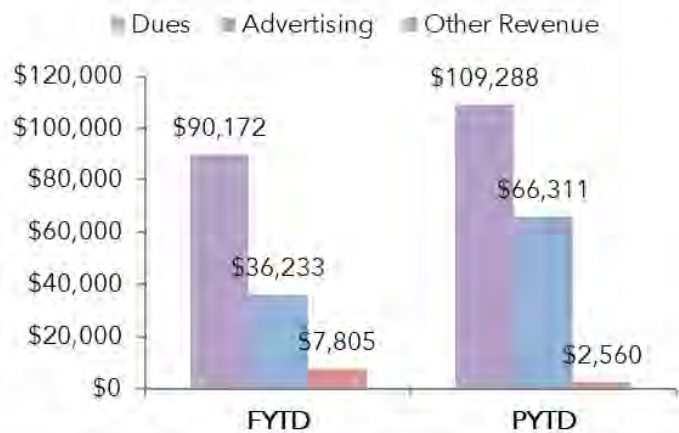
PARTNER DEVELOPMENT



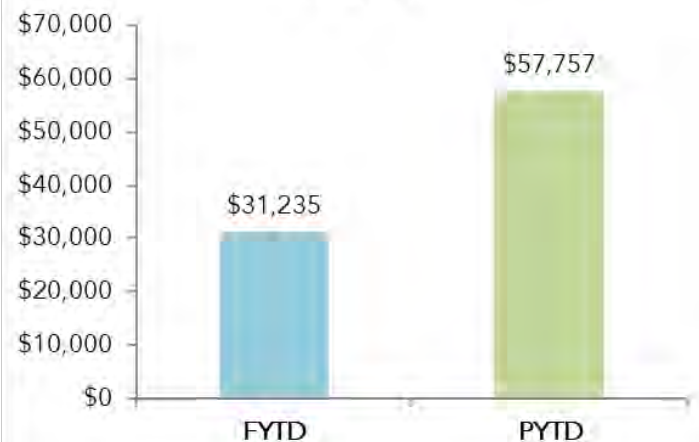
Total Private Revenue



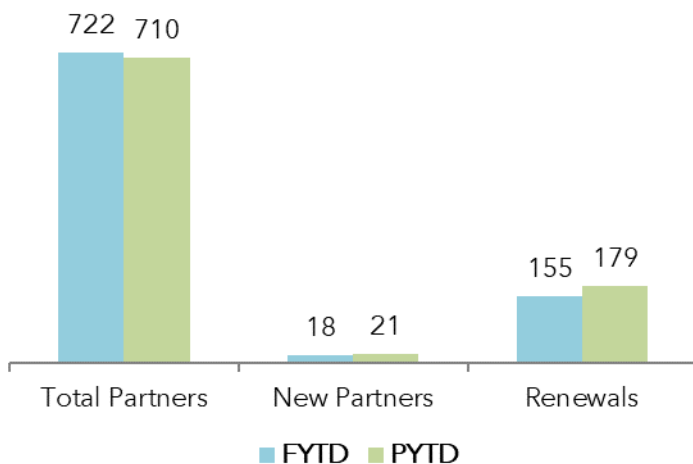
Private Revenue



In-Kind



Partners



October Visit Albuquerque Partner Events:

Oct 17: Partner Orientation, 6 attendees
 Oct 22: ACE Training at Sheraton Albuquerque Uptown Hotel, 14 attendees

MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	YOY	FYTD	PYTD	October 2018	October 2017
	-57%	17,255,937	40,032,605	1,640,322	7,973,792

Due to a strategy shift, our advertising buy in FY19 focused on media placements with fewer impressions with a higher value. An indication of the success of this shift is represented in a FYTD increase in post-activities of 33%. Post-activities are measures as a pre-determined action taken after viewing or clicking on an ad.

CONVENTION



Albuquerque Journal
Business Outlook

Est. Circulation
61,144

PROJECTS

Balloon Fiesta

- Props
- Stickers
- Staff badges

2019 Visitors Guide

- Map update
- Photo Shoot

ACC banner →

Meeting Planner Guide ↓



COLLATERAL/AD PRODUCTION

IMEX postcard

Airport Pick-up sign

Hotel Cluster Map

Volaris Sale Profile sheet

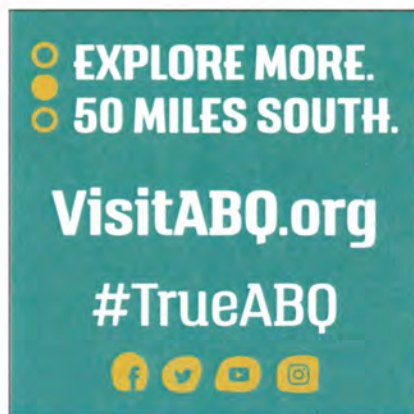
Business Card Template

WEEF Airport collateral

Santa Fe Discovery Map ad

Top HAT program ad

October Business Outlook



MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER
SESSIONS



YOY

28.2%

FYTD

864,868

PYTD

674,596

October 2018

229,263

October 2017

160,389

WEBSITE UPDATES



Volaris Contest Landing Page

- Changed seasonal header slide on homepage
- Updated Stats and Facts page and "Ten Reasons" page (ten reasons to have your meeting in ABQ)
- Created Volaris contest landing page, sweepstakes submission form, and rules page
- Created WONCA conference landing page and map
- Created Visions of the Hispanic World Microsite and sweepstakes rule page

PPC ADVERTISING | MAIN CAMPAIGN

23,758

PHOTO REQUESTS

12

SOCIAL
IMPRESSIONS

FACEBOOK

TWITTER

INSTAGRAM

FOLLOWERS

128,433

ENGAGEMENT

54,158

FOLLOWERS

58,029

ENGAGEMENT

2,704

FOLLOWERS

19,897

ENGAGEMENT

20,236



TOTAL LIKES

October

128,433

September

127,997

August

127,733

October

10,082

September

9,920

August

9,882

NEW LIKES

436

264

667

162

38

127

ENGAGEMENT

54,158

13,150

11,568

2,142

521

543

ORGANIC

374,671

142,273

166,095

15,145

6,521

8,956

TOTAL POSTS

27

23

26

9

8

8



FOLLOWERS

58,029

57,636

57,496

3,649

3,622

3,566

NEW FOLLOWERS

393

140

117

27

56

117

ENGAGEMENT

2,704

846

1,955

152

112

1,955



FOLLOWERS

19,897

18,753

17,915

1,675

1,667

1,644

NEW FOLLOWERS

1,144

386

432

30

3

30

ENGAGEMENT

20,236

9,473

9,931

279

149

258



TOTAL

609

240

349

20

OF VIDEOS

256

61

130

65

TOTAL VIEWS

518,143

191,486

261,420

65,237

NEW VIDEOS

26

0

26

0

VEWS/mo.

11,836

218

9,297

2,321

E-MARKETING

@VisitABQ

ABQ 365 BLOG POSTS

	SENT	OPEN	CLICK	THEME	DATE
10/4: "And the Winner Is....!"	1,855	0.46	0.06	Events	10/4
10/13: "Celebrate National Native American Heritage and More this Month in Albuquerque"	135,009	0.09	0.10	Native American Heritage Month	10/9
10/16: "Looking for quotes: Why do you love"	1,510	0.35	0.03	Cuisine	10/17
10/23: "Visit Albuquerque's October Industry Insider"	1,514	0.33	0.22	Events	10/18
10/25: "Mix up Holiday Traditions with Albuquerque"	135,394	0.10	0.11	Coffee	10/22
10/26: "November 2018 Events in Albuquerque"	1,594	0.27	0.23	Events	10/25

MARKETING, COMMUNICATIONS & TOURISM

PR/COMMUNICATIONS

PITCHES

Dia de Los Muertos/Haunted ABQ
(Short Lead)

Winter Warm Up (Long Lead)

Individual FAM Outreach

HARO (HELP A REPORTER OUT)

Under-the-radar Archeological Sites across the
US; Chaco Canyon (Travel Channel)

Foraged Greens, Weeds, Wild Plants (Food
Fanatics Magazine)

Brunch at the Brewery (CraftBeer.com)

Affordable Winter Vacation Destinations for
Families (We3Travel)

PROACTIVE LEADS & INITIATIVES

Insurance & Financial Meetings Management
Magazine - TBD (How CVBs Create Local
Experiences for Meeting Attendees)

Food & Wine - October 2018 (Dia De Los
Muertos)

Outlet TBD - Date TBD (Eco Friendly Hotel
Practices; Los Poblanos & Hotel Andaluz;
Mark Chesnut lead)

AFAR - January/February 2019 (Hotel Roundup; El
Vado)

ESSENCE - Unique Food Experiences/Food
Tours (New Mexico Chile Bike Tour)

USAT: 10Best Readers' Choice Gift Guide
Awards; Los Poblanos Lavender Products

ParentLife Magazine - Family-friendly Travel
Destinations (Albuquerque)

The Guardian - Major Cultural Events Around the
World in 2018 (2019 Festival de Flamenco)

Outlet TBD - Holiday Sweets and Treats Around The
World Specific to a Destination (Biscochitos from
Golden Crown Panaderia)

Outlet TBD - Ghosts, Supernatural Being & Urban
Legends (Carrie Bell Lead)

Outlet TBD - Best Spot to Grab a Taco in Your City
(North America); Zacatecas (Caleigh Alleyne Lead)

MEDIA EFFORTS

LOCAL
MEDIA

REGIONAL
MEDIA

NATIONAL/
INT'L MEDIA

M&C TRAD
MEDIA

10/2	Sent "Media Alert: October 2018 Meetings/Conventions & Events" to local media
Oct	Variety of online, print and broadcast coverage on events included in media alert (including AIBF)
10/3	<u>This week in Albuquerque: Balloon Fiesta, McCall's Haunted Farm, Greek Festival</u> - KRQE (broadcast and online)
10/3	Sent "Visit Albuquerque Highlights Promotions Surrounding Balloon Fiesta" release to local media
10/10	<u>This week in Albuquerque: Mac N' Cheese, Music, Jewish Film Fest</u> - KRQE (broadcast and online)
10/17	<u>This Week in Albuquerque: Duke City Marathon, Ghost Tour, Great Tunes</u> - KRQE (broadcast and online)
10/24	<u>This week in Albuquerque: Spooky Halloween themed events</u> - KRQE (broadcast and online)
10/30	Sent "Rio Grande Rumble CrossFit Southwest Championships Coming to Albuquerque Saturday, Nov. 3" alert to local media
10/31	<u>This week in Albuquerque: Dia de los Muertos events</u> - KRQE (broadcast and online)
Oct	<u>How to Explore Albuquerque's Quirky Sights in 48 Hours</u> - 5280 (print and online)
10/4	<u>Getting High in Albuquerque</u> - TravelPulse
10/4	<u>10 Modern Eco-Friendly Hotels</u> - Outside
10/4	<u>How to Do a Weekend in Albuquerque</u> - SmarterTravel
10/8	<u>Rediscovering Albuquerque and its Many Charms</u> - TravelPulse
10/12	<u>The Most Haunted Homes, Hotels, and Lodges in America</u> - Men's Journal
10/15	<u>Best Beaches & Natural Attractions</u> - TripSavvy
10/15	<u>Best Historic Hotels</u> - TripSavvy
10/18	<u>11 Reasons a Family Vacation Can Change Your Child's Life</u> - Red Tricycle
10/22	<u>Great Geeky Getaways</u> - FamilyTravel.com
10/25	<u>How Two Native American Women Are Shaking Up Albuquerque's Craft Brewing Scene</u> - MUNCHIES
10/25	<u>The Best Places Around the World to Travel in December</u> - Thrillist
10/29	<u>Where to Spot a Ghost in Every State</u> - Reader's Digest
Oct	<u>Stories of the Southwest</u> - Going on Faith

PR/COMMUNICATIONS

93% Percent of national/regional articles scoring above 55 on the Barcelona Principles scale



5280

October
How to Explore Albuquerque's Quirky Sights in 48 Hours

BP Score – 112



MUNCHIES

October 25
How Two Native American Women Are Shaking Up Albuquerque's Craft Brewing Scene
BP Score – 95



TRAVEL PULSE

October 4
Getting High in Albuquerque
BP Score – 65



GOING ON FAITH

October
Stories of the Southwest
BP Score – 90



SMARTERTRAVEL

October 4
How to Do a Weekend in Albuquerque
BP Score – 40



TRAVELPULSE

October 8
Rediscovering Albuquerque and its Many Charms
BP Score – 95

MEETINGS/INDUSTRY EVENTS

Oct 2: Business Issues Council Meeting

Oct 3: Presentation to the Women's Council of Realtors on Tourism's Impact on Economic Development

Oct 3: ULI John A. Myers Award for Leadership in Urban Excellence Award Dinner Honoring Bob Murphy

Oct 4: Monthly meeting with SMG - José García, Bernie Herrera, Kristin McGrath and Tania Armenta

Oct 4: Dragon's Light Festival Media Preview

Oct 6-14: Albuquerque International Balloon Fiesta including Mobile Visitor Information Center

Oct 8: City Council Committee Meeting

Oct 10: Economic Forum

Oct 10: New Mexico Tourism Department Economic Impact Announcement with Governor Martinez

Oct 11: Albuquerque Business First C-Suite Awards Honoring José García

Oct 11: HBC Event Services Staff Retreat

Oct 17: APD/Hospitality Connect Meeting

Oct 18: Downtown Community Partnership Meeting

Oct 18: Chamber CrimeStat Briefing Luncheon with DA Raul Torrez

Oct 18: GAIA October Mixer

Oct 18: 2018 Cumbre Awards - New Mexico Public Relations Society of America

Oct 19: Economic Forum

Oct 24: Economic Forum

Oct 25: Lodgers' Tax Advisory Board Meeting

Oct 26: Ski NM Board Meeting

Oct 29: NAIOP Luncheon

Oct 31: Lodgers' Tax Advisory Board Retreat

VisitABQ HOSTED

Oct 17: Visit Albuquerque Partner Orientation

Oct 18: Visit Albuquerque Executive Committee Meeting

Oct 22: ACE Training Class

Oct 25: Hotel Director of Sales Meeting

OCT. TRADESHOWS/INDUSTRY MEETINGS

Oct 1-4: TEAMS Conference and Expo, Louisville, KY

Oct 10-11: eTourism Summit, San Francisco, CA

Oct 14-16: Connect Medical/Tech, Las Vegas, NV

Oct 15-17: IMEX America, Las Vegas, NV

Oct 22-26: Volaris Mission, Guadalajara, Mexico

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

Nov 4-7: National Tour Association, Milwaukee, WI

Nov 15-17: Nursing Organization Alliance, Louisville, KY

Dec 8-10: Destinations International Sales & Services Summit, New Orleans, LA

Jan 11-13: ESPA Annual Conference, Charlotte, NC

Jan 29-31: RCMA – Emerge, Greensboro, NC