

October 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. AUGUST 2019

-46.7%

VS. PYTD

-50.9%

AVERAGE HOTEL OCCUPANCY

VS. SEPTEMBER 2019

-30.1%

VS. PYTD

-34.6%

AVERAGE DAILY RATE

VS. SEPTEMBER 2019

-21.3%

VS. PYTD

-17.1%

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

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See expanded STR data on pg. 2 of the President's Report

SEPTEMBER 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

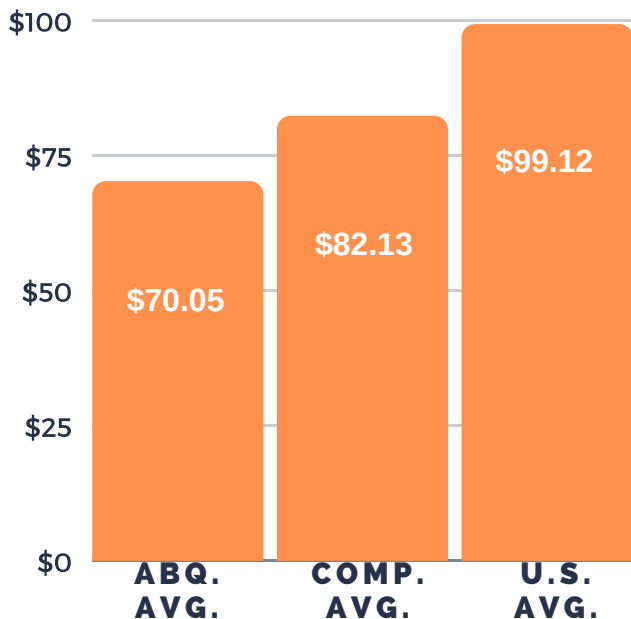
48.6%

COMP. AVERAGE

46.8%

U.S. AVERAGE

48.3%



SEPTEMBER 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

October 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL SEPTEMBER
ENPLANED PASSENGERS**

66,243



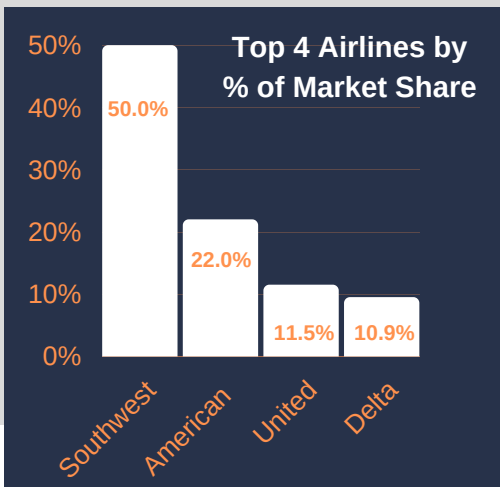
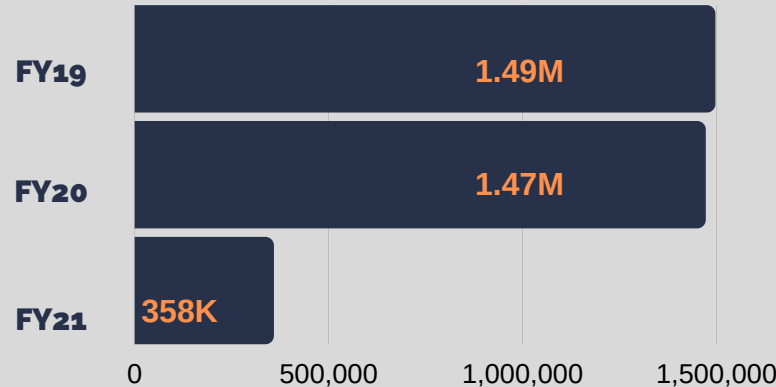
**TOTAL SEPTEMBER
DEPLANED PASSENGERS**

66,462

**VS. SEPTEMBER 2019
TOTAL PASSENGERS**

-71.4%

**FYTD TOTAL
PASSENGERS**



**TOTAL SEPTEMBER LEISURE &
HOSPITALITY EMPLOYMENT**

*** 35,400**

VS. SEPTEMBER 2019

-21.3%

CYTD VS. PYTD

-18.3%

Source: Bureau of Labor Statistics


*Preliminary BLS figure

October 2020 Destination Dashboard

OCT BUSINESS OCCURRING




	Oct '20	% Change vs. Oct '19	% Change vs. PYTD
# of Meetings/Events	1	-96.7%	-91.1%
Room Nights	19	-99.9%	-99.0%
Attendance	83	-99.5%	-97.4%
Direct Spend	\$12,326	-99.8%	-99.1%



FUTURE CITYWIDE* EVENTS BOOKED FYTD

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



FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	33
ATTENDEES	5,902
ROOM NIGHTS	6,295
DIRECT SPEND	\$2.6M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	10	ATTENDEES	2,127
ROOM NIGHTS	512	DIRECT SPEND	\$227K

October 2020 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 34
PYTD: 105 ▼ -67.6%

FUTURE ROOM NIGHTS BOOKED

FYTD: 8,510
PYTD: 87,567 ▼ -90.3%

FUTURE ATTENDANCE BOOKED

FYTD: 7,552
PYTD: 130,607 ▼ -94.2%

FUTURE DIRECT SPEND BOOKED

FYTD: \$4.3M
PYTD: \$36.7M ▼ -88.4%

ADVERTISING IMPRESSIONS

FYTD: 25.5M
PYTD: 50.7M ▼ -49.7%

WEBSITE USER SESSIONS

FYTD: 466,854
PYTD: 962,632 ▼ -51.5%

VISITOR GUIDE FULFILLMENT

FYTD: 3,318
PYTD: 13,260 ▼ -75.0%

VISITOR CENTER TRAFFIC

FYTD: 525
PYTD: 61,619 ▼ -99.1%

ACE TRAINEES

FYTD: 0
PYTD: 51 ▼ -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: 224,794
PYTD: 218,849 ▲ +2.7%

SOCIAL MEDIA ENGAGEMENT

FYTD: 82,356
PYTD: 219,747 ▼ -62.5%

SALES FAMILIARIZATION & SITE TOURS

FYTD: 0
PYTD: 60 ▼ -100%

FY21 MEDIA SITE VISITS

0

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

20

Circulation/Reach
98,101,159

Publicity Value
\$172,755

*Does not include local coverage or syndications/additional pickups

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

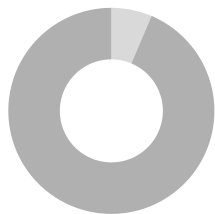
October 2020 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	TOTAL AUGUST 2020 REVENUE	VS. AUGUST 2019	VS. PYTD
	\$669,331.12	▼ -46.7%	▼ -50.9%
*SHORT-TERM RENTALS ONLY	\$46,773.11	▼ -11.1%	▼ -19.5%
MINUS SHORT-TERM RENTALS	\$622,558.01	▼ -48.3%	▼ -52.2%



Short-Term Rentals
6.4%

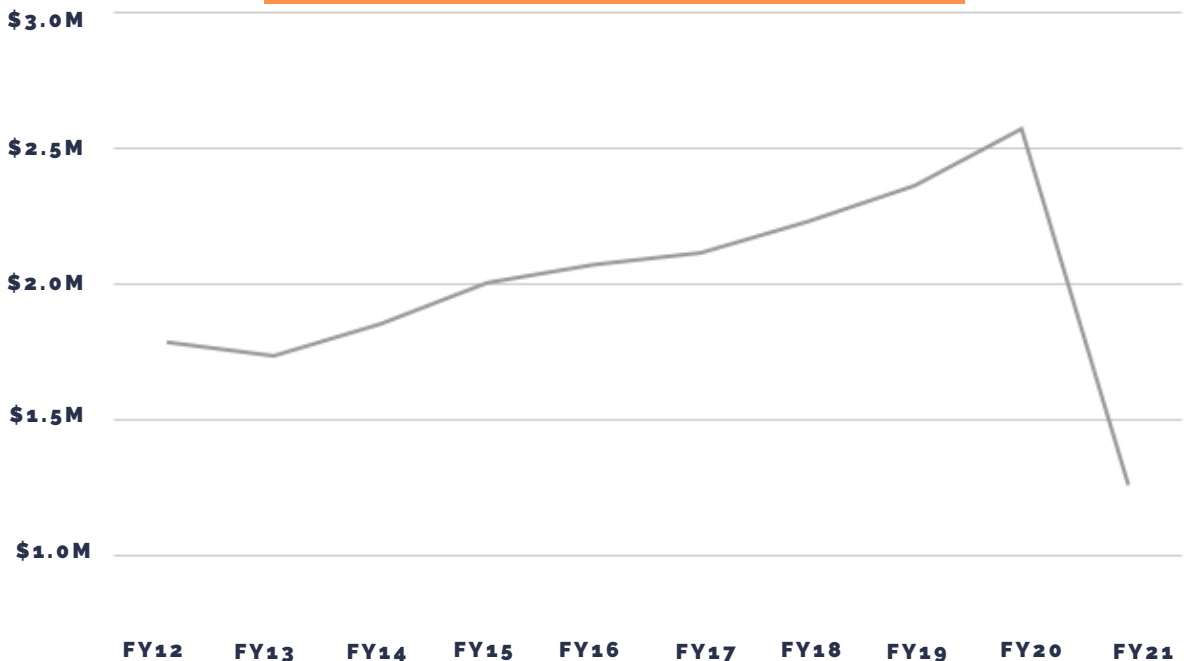


Non
93.6%

Short-term Rentals as a % of FYTD Revenue

*PYTD only included Airbnb; FYTD includes Airbnb, HomeAway/VRBO, and other Short Term Rental collections.

10 YEAR LODGERS' TAX FYTD HISTORY



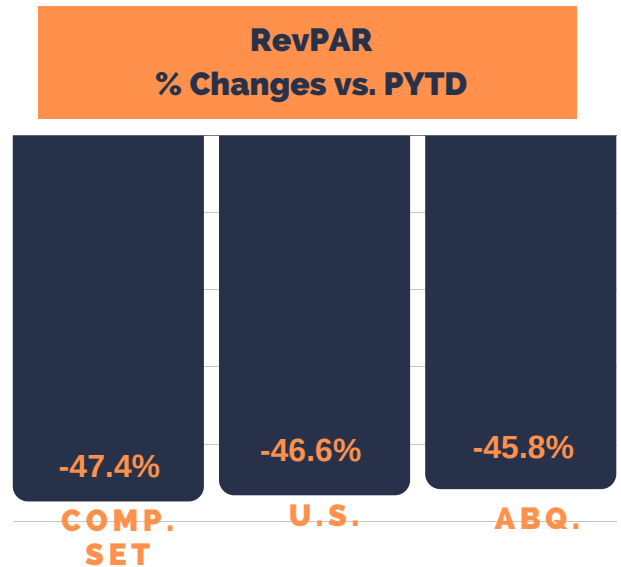
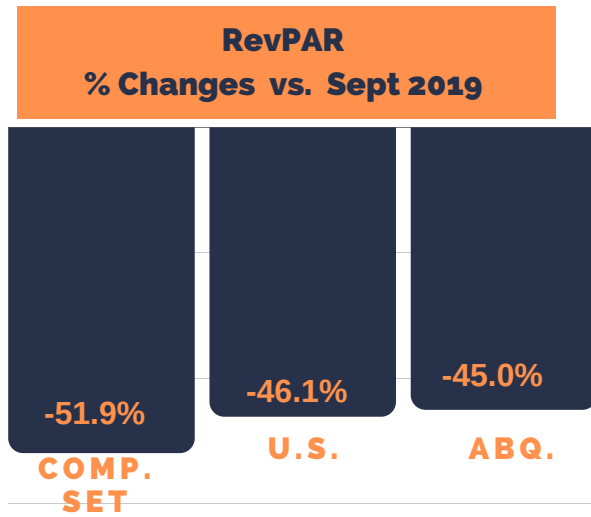
Source: City of Albuquerque



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	45.4%	-34.6%	\$72.40	-17.1%	-45.8%	-35.9%
*Comp. Set Average	45.7%	-34.3%	\$93.58	-19.2%	-47.4%	not available
U.S. Average	44.8%	-33.6%	\$106.22	-19.5%	-46.6%	-36.3%

*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	35.5%	-53.1%	\$114.85	-6.7%	-56.3%
Uptown	31.9%	-56.8%	\$100.68	-5.8%	-59.3%
Airport	36.1%	-54.8%	\$88.08	-12.3%	-60.3%
Northern Corridor	36.1%	-48.7%	\$93.39	-12.2%	-55.0%

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

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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

\$1.1M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

2,471

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



68

FYTD VS. PYTD

-68.1%

Sporting Events
0.8%



Mtgs. & Conventions
99.2%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



OCTOBER:

- 1: SMITH BUCKLIN HOSPITALITY PARTNERS - VIRTUAL EVENT
- 6: NEW MEXICO TOURISM DEPARTMENT FUTURE OF TOURISM SUMMIT
- 14: PLANET IMEX - VIRTUAL EVENT
- 19-20: CONNECT MARKETPLACE (SPECIALTY & ASSOCIATION) - ORLANDO, FL
- 19-22: TEAMS - VIRTUAL CONFERENCE & EXPO - US OLYMPIC AND PARALYMPIC SPORTSLINK

NOVEMBER:

- 3-6: MPI WORLD EDUCATION CONFERENCE - GRAPEVINE, TX
- 19: SOCIETY OF GOVERNMENT MEETING PROFESSIONALS, SPONSORSHIP OF VIRTUAL PROGRAM "THE WAY FORWARD"

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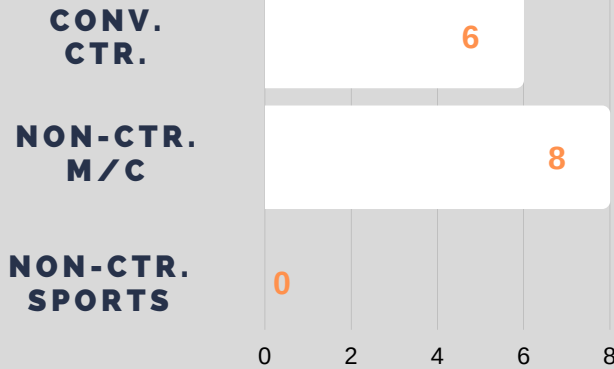
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

14

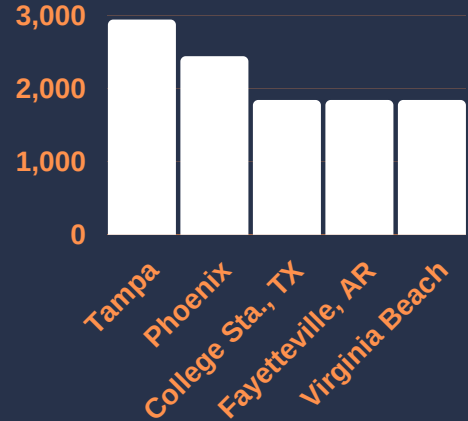


Most Room Nights Lost To (FYTD Non-Ctr. Sports)

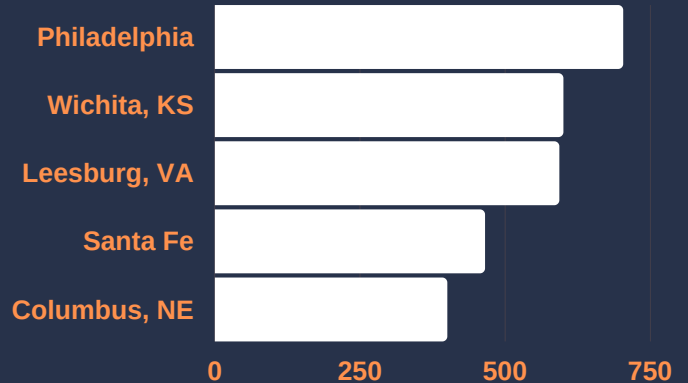


Event CXL
100%

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



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
12,895

MONTH'S ATTENDEES LOST
5,776

MONTH'S DIRECT SPEND LOST
\$6.2M

. VISIT .

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PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

1



FYTD MEMBERSHIP

683

VS. PYTD

-5.4%

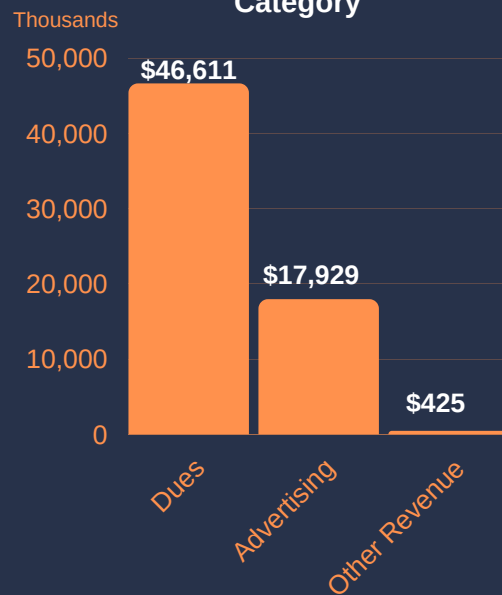
FYTD REVENUE

\$64,965

VS. PYTD

-69%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

0

Partner Orientation &
ACE Training Cancelled
due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

8

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

7

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

29.5M

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

86%



Condé Nast Traveler article
BP Score: 104

CORRESPONDING
PUBLICITY VALUE

\$38,530

FEATURED MEDIA EFFORTS



10/3: The 11 Best Bike Paths to Explore U.S. Cities - Travel + Leisure

10/5: 'The Sweetest Place on Earth,' 'Where Yee-Haw! meets Ole!' and other fascinating city slogans - USA Today (syndicated)

10/6: Top 20 Hotels in the Southwest and West: Readers' Choice Awards 2020 - Condé Nast Traveler

10/10: Tourism, hospitality industry suffer with cancellation of Balloon Fiesta - KRQE (broadcast and online)

10/13: 8 of the best accessible outdoor adventures around the world - Lonely Planet

10/14: ABQ to host 2023 NCAA championship event, temporary program for alcohol licensees extended - Albuquerque Business First (print and online)

10/19: The Best Family Vacation Spots in the U.S. - Condé Nast Traveler

10/25: The Prettiest Lake in Every State - Reader's Digest

10/30: Starry-Eyed Destinations - Sotheby's RESIDE Magazine

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"EXPERIENCE THE HOT AIR BALLOONING CAPITAL OF THE WORLD!"

SENT

130,977

OPEN RATE

12.1%

CLICK-TO-OPEN RATE

10.9%

"ENJOY HOT AIR BALLOONING IN ABQ NOW AND ALL YEAR!"

3,739

22.2%

17.1%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

30,256

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,057

 58,458

 36,279



← →

HIGH ENGAGEMENT POSTS OF THE MONTH

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

10/28: Tania Armenta attended Ski NM Board meeting via video conference

10/7, 14 & 28: Tania Armenta attended Economic Forum via video conference

10/8, 12, 19, & 26: Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference

10/22: Lodgers' Tax Advisory Board and Visit Albuquerque Task Force meetings were attended via video conference

10/19-22: Angie Jepsen & Angela Gandy had 40 appointments during TEAMS Virtual Conference & Expo including NCAA, USA Boxing, USA Cycling, USATF and many more

10/1: Liz Burnam completed NM Safe Certification for the Old Town Visitors Center

10/1: Larry Atchison attended the Smith Bucklin Hospitality Partners Virtual Event

10/6 & 7: Brenna Moore hosted a Virtual Fall Media Mission with one-on-one appointments with eight national travel writers

10/6: NM Tourism Department: Future of Tourism Summit

10/14: Misty Jester attended Planet IMEX Virtual Event

10/16: Tania Armenta attended the NM Hospitality Association Board Meeting via video conference

10/19-21: Kristin McGrath & Rachel Howard attended Connect Marketplace in Orlando - Kristin had 32 appointments in Connect Association & Rachel had 43 appointments in Connect Specialty

10/20: Tania Armenta attended the DMAP Board Meeting via video conference



Events Hosted by Visit Albuquerque

10/1: DOS meeting via video conference
10/8: DOS meeting via video conference
10/13: Visit Albuquerque New Board Orientation via video conference
10/15: Visit Albuquerque Executive Committee meeting via video conference
10/15: DOS meeting via video conference
10/29: DOS meeting via video conference

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19 / CORONAVIRUS TIMELINE

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.

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

10/1: State park overnight camping opens for NM residents in groups of 10 or less

9/17: Agritourism experiences permitted

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

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%

7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

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 New Mexico were 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

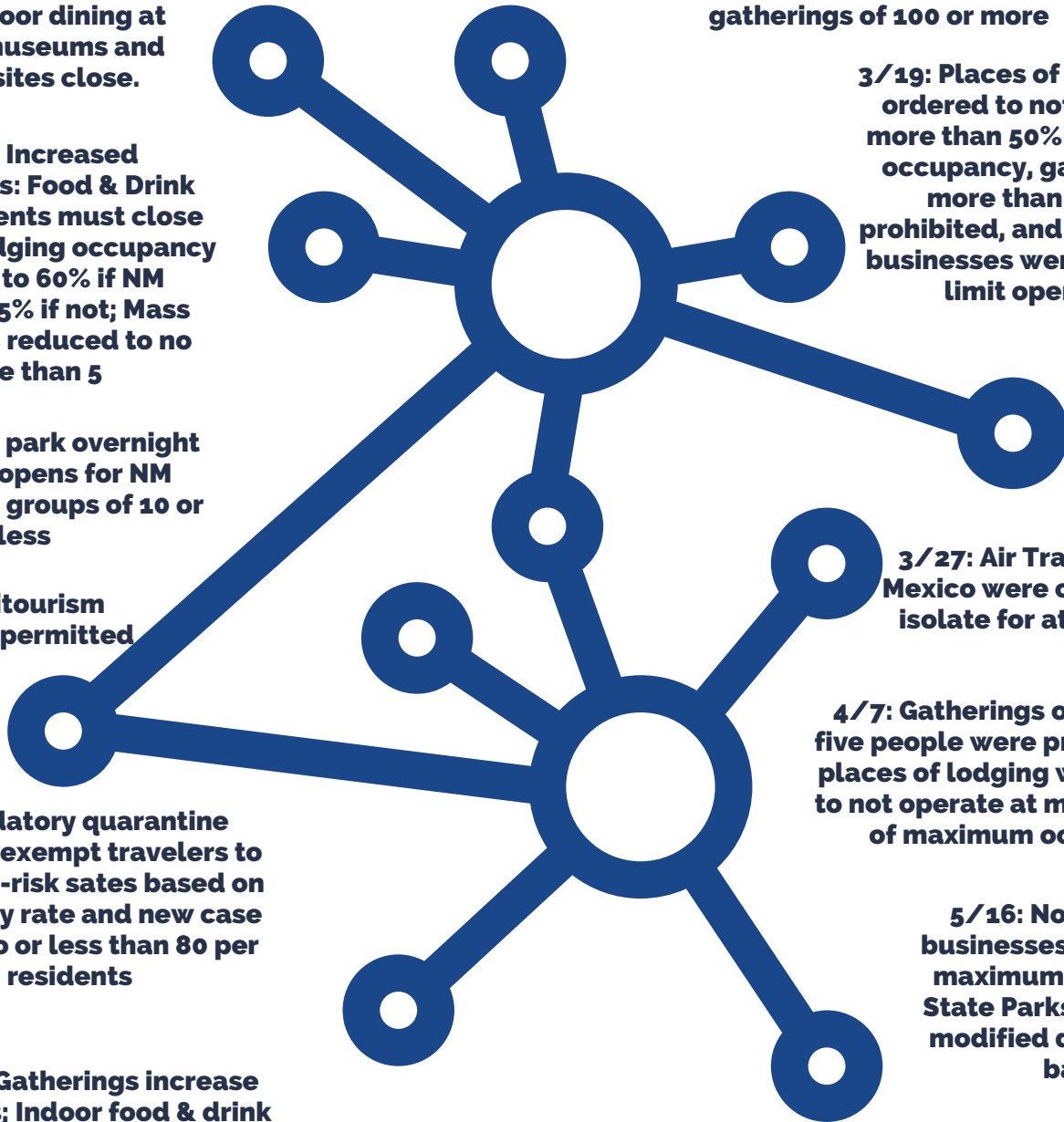
5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis

5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

6/11: Breweries open at 50% outdoors on June 12 and indoor on June 15

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle

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



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CHANGE YOUR PERSPECTIVE