

October 2019 Destination Dashboard

LODGERS' TAX COLLECTIONS

VS. AUGUST 2018

+10%

VS. FYTD 2019

+8.83%

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

AVERAGE HOTEL OCCUPANCY

VS. SEPTEMBER 2018

+2.8%

VS. PYTD

+5.2%

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

AVERAGE DAILY RATE

VS. SEPTEMBER 2018

+5.5%

VS. PYTD

+5.6%

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

SEPTEMBER 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

**ALBUQUERQUE
AVERAGE**

**COMP.
AVERAGE**

U.S. AVERAGE

69.9%

67.9%

67.4%



SEPTEMBER 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

October 2019 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL SEPTEMBER ENPLANED PASSENGERS

233,054

SEPTEMBER 2019 VS. 2018 TOTAL PASSENGERS

-0.8%



TOTAL SEPTEMBER DEPLANED PASSENGERS

232,159

FYTD TOTAL PASSENGERS

FY18

1.33M

FY19

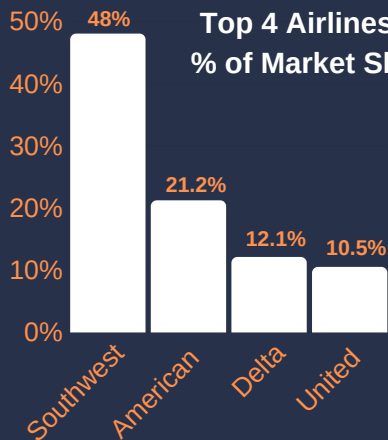
1.49M

FY20

1.47M

0 0.5 1 1.5
Millions

Top 4 Airlines by % of Market Share



TOTAL SEPTEMBER LEISURE & HOSPITALITY EMPLOYMENT

47,300

Source: Bureau of Labor Statistics

SEPTEMBER 2019 VS. 2018

+7%

CYTD VS. PYTD

+4.97%

October 2019 Destination Dashboard

OCTOBER BUSINESS OCCURRING

	Oct. '19	% Change vs. Oct. '18	% Change vs. PYTD
# of Meetings/Events	30	-14.3%	-3.4%
Room Nights	17,089	+42.1%	-2.4%
Attendance	17,154	+32%	+48.7%
Direct Spend	\$7.8M	+47.8%	+18.8%

FUTURE CITYWIDE* EVENTS BOOKED FYTD

NEW	TOTAL
1	20
ATTENDEES	ATTENDEES
975	97,184
ROOM NIGHTS	ROOM NIGHTS
1,062	58,949
DIRECT SPEND	DIRECT SPEND
\$579K	\$25M

FUTURE NON-CITYWIDE EVENTS BOOKED FYTD

TOTAL	85
ATTENDEES	33,423
ROOM NIGHTS	28,618
DIRECT SPEND	\$11.6M

*Citywides have a minimum of 400 room nights on peak

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

# OF EVENTS	49	ATTENDEES	116,668
ROOM NIGHTS	66,359	DIRECT SPEND	\$28M



October 2019 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 105
 PYTD: 97 ▲ +8.2%

FUTURE ROOM NIGHTS BOOKED

FYTD: 87,567
 PYTD: 50,141 ▲ +74.6%

FUTURE ATTENDANCE BOOKED

FYTD: 130,607
 PYTD: 93,971 ▲ +39%

FUTURE DIRECT SPEND BOOKED

FYTD: \$36.7
 PYTD: \$20.4 ▲ +80.1%

ADVERTISING IMPRESSIONS

FYTD: 50.7M
 PYTD: 17.3M ▲ +193%

WEBSITE USER SESSIONS

FYTD: 962,632
 PYTD: 864,868 ▲ +11.3%

VISITOR GUIDE FULFILLMENT

FYTD: 13,260 ▼ -35%
 PYTD: 20,403

VISITOR CENTER TRAFFIC

FYTD: 61,619
 PYTD: 25,821 ▲ +139%

ACE TRAINEES

FYTD: 51
 PYTD: 44 ▲ +15.9%

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: 865,359
 PYTD: 815,271 ▲ +6.14%

SOCIAL MEDIA ENGAGEMENT

FYTD: 219,747
 PYTD: 158,957 ▲ +38.2%

SALES FAMILIARIZATION & SITE TOURS

FYTD: 21
 PYTD: 17 ▲ +23.5%

FYTD MEDIA SITE VISITS

12

FYTD EARNED MEDIA COVERAGE

Travel Articles Generated

30

Impressions
 475,832,316

Publicity Value
 \$948,285.22



A member of the Society of American Travel Writers admires the Torreón at NHCC, a stop along their Routes' Bicycle Tour

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

October 2019 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL AUGUST 2019 REVENUE **VS. AUGUST 2018** **VS. FYTD 2019**

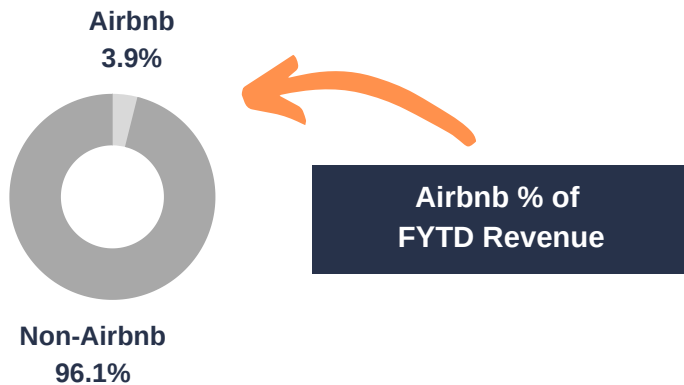
\$1,255,848.26 ▲ +10.04% ▲ +8.83%

AIRBNB ONLY

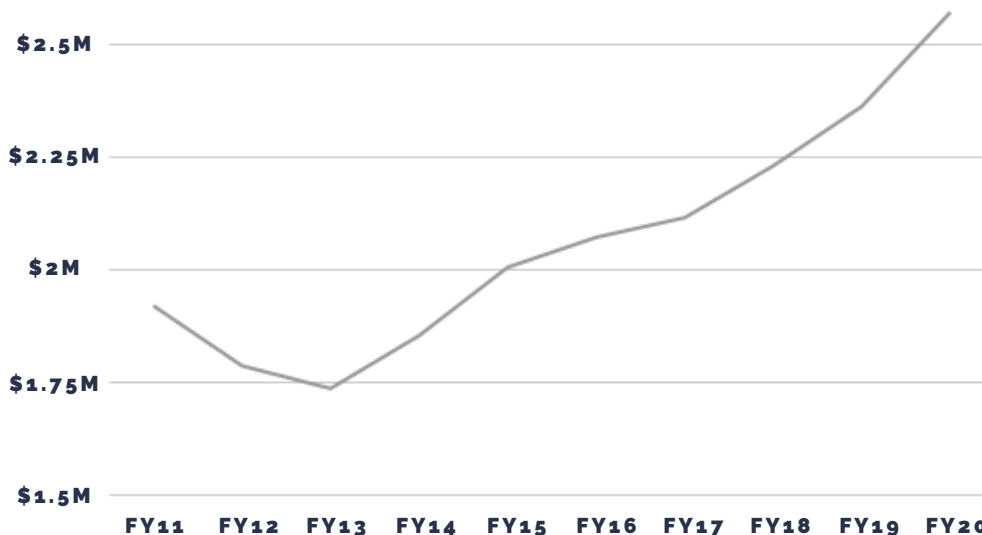
\$52,634.76 ▲ +30.59% ▲ +29.58%

MINUS AIRBNB

\$1,203,213.50 ▲ +9.29% ▲ +8.13%



10 YEAR LODGERS' TAX FYTD HISTORY

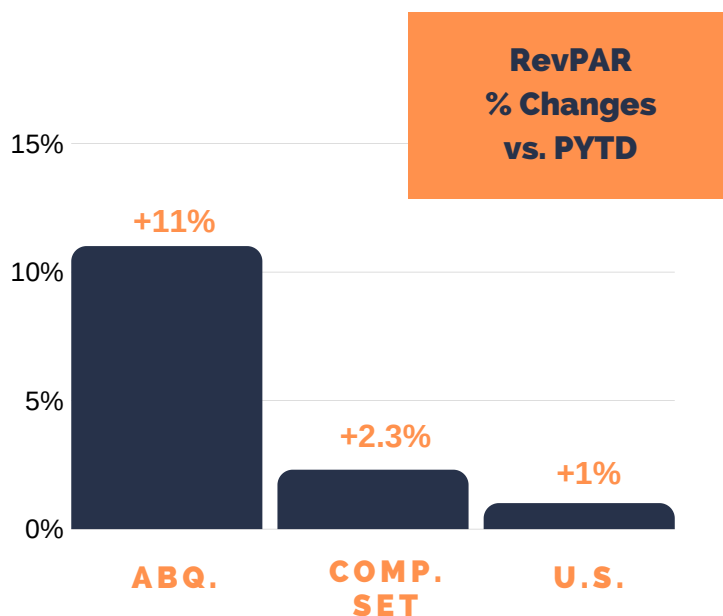
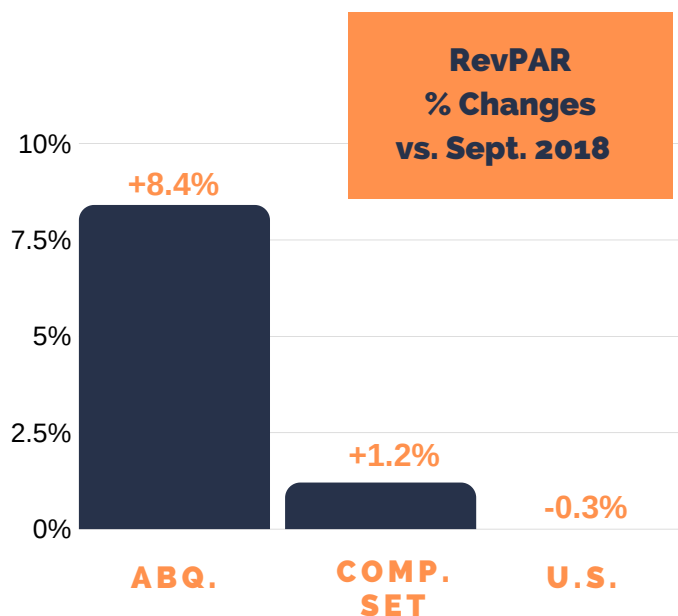


Source: City of Albuquerque



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	69.6%	+5.2%	\$86.67	+5.6%	+11%	+3.9%
Comp. Set Average	69.7%	+0.7%	\$115.82	+1.6%	+2.3%	not available
U.S. Average	67.6%	+0.01%	\$131.92	+1%	+1%	+2%



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	75.5%	+6.1%	\$123.47	+4.1%	+10.5%
Uptown	73.7%	+4.6%	\$106.92	+5.8%	+10.6%
Airport	79.8%	+0.9%	\$100.57	+9.4%	+10.5%
Northern Corridor	70.4%	+5.4%	\$106.35	+6.3%	+12%

*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

14

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$3.2M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

7,025

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



47

FYTD VS. PYTD

+3.4%

Sporting Events
20.8%



Mtgs. & Conventions
79.2%

Month's Room Nights
Booked by Event Type

RECENT • UPCOMING TRADESHOWS & INDUSTRY MEETINGS



SEPTEMBER

4-6: DESTINATION CELEBRATION, INDIANAPOLIS, IN
5-8: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL
CONVENTION, ALEXANDRIA, VA

9-12: S.P.O.R.T.S. THE RELATIONSHIP CONFERENCE, PANAMA CITY
BEACH, FL

10-12: IMEX AMERICA, LAS VEGAS, NV

23-27: D.C. SALES MISSION, WASHINGTON, D.C.

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 INTL. CONVENTION SALES & LEADERSHIP FORUM,
WASHINGTON, D.C.

17: HOLIDAY SHOWCASE, CHICAGO, IL

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ALBUQUERQUE

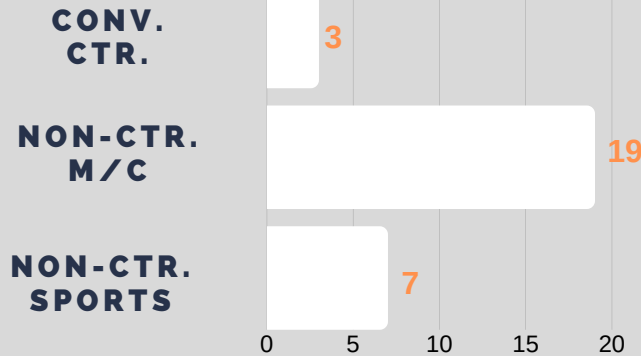
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

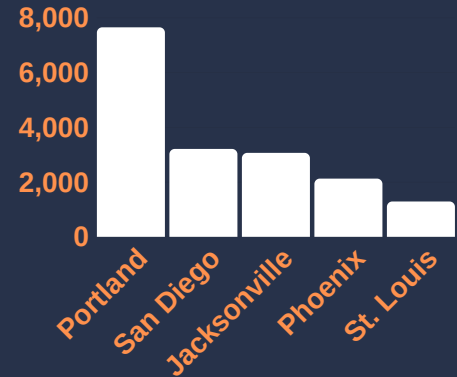
LOST BUSINESS

MONTH'S TOTAL LOSSES

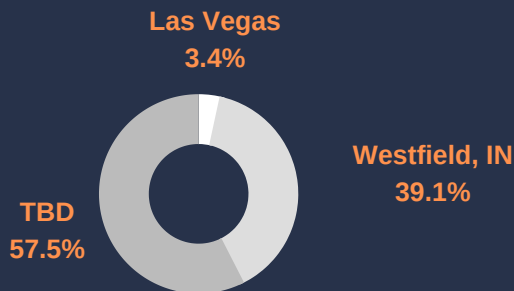
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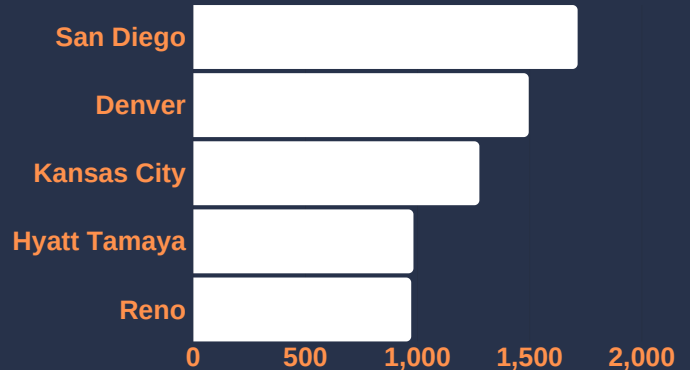
Most Room Nights Lost To (FYTD Conv. Ctr. Events)



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 FYTD Room Nights Lost
Perceived Destination Desirability	33%
Did Not Make the Shortlist	15%
Overall City Package	10%

MONTH'S ROOM NIGHTS LOST
25,117

MONTH'S ATTENDEES LOST
16,364

MONTH'S DIRECT SPEND LOST
\$11.4M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

10



FYTD MEMBERSHIP

722

VS. PYTD

0%

(no change)

FYTD REVENUE

\$206,435

VS. PYTD

+55%

Thousands

FYTD Revenue by
Category

125

100

75

50

25

0

Dues

Advertising

Other

\$95,903

\$103,432

\$7,100



PARTNER EVENTS THIS MONTH

2

October 16th: Partner Orientation

October 23rd: ACE Training

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

10

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

90%

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

10+M

CORRESPONDING
PUBLICITY VALUE

\$89,250



October article in Meetings Today
BP Score: 113



FEATURED MEDIA EFFORTS

10/1: What's New in New Mexico - Meetings Today (print and online)

10/2: ABQ 365 showcases Balloon Fiesta, upcoming balloon-themed events - KRQE (broadcast and online)

10/3: 50 Weekend Trips to Make The Most of Fall - Men's Journal

10/4: Curandera Spirit: 4 Healing Spas in New Mexico - Insider's Guide to Spas

10/9: Events segment live at the Albuquerque International Balloon Fiesta - KRQE (broadcast and online)

10/16: ABQ 365 highlights marathons, musicals, and more happening this weekend - KRQE (broadcast and online)

10/18: The Prettiest Glamping Spots for a Fall Getaway - Travel Channel

10/23: ABQ 365 previews this weekend's Halloween events and activities - KRQE (broadcast and online)

10/25: The Best Places Around the World to Travel in December - Thrillist

10/30: Sent "Sun Country Region Volleyball Association Makes 3-Year Commitment to Albuquerque" release to local and sports media

Local Media

National Media

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CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

TOP PERFORMING E-MARKETING CAMPAIGNS

SENT

OPEN RATE

CLICK-TO-
OPEN RATE

"HONOR NATIVE AMERICAN
HERITAGE IN ALBUQUERQUE
THIS NOVEMBER"

130,223 LEISURE
CONTACTS

7%

13%

"IT'S HEATING UP IN
ALBUQUERQUE"

139,228 LEISURE
CONTACTS

5%

11%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

109,936

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,625

 58,985

 29,239



Visit Albuquerque

...

· October 10 ·

Only in Albuquerque can your imagination and
sense of adventure become one. #TrueABQ
📸: @whitesparrowhd



MOST
ENGAGING POST
THIS MONTH

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COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

10/28- 29: Denise Suttle hosted a site tour for the Association of Independent Hospitality Professionals

10/1: Tania Armenta attended the Business Industry Council (BIC) Meeting

10/6- 7: Brenna Moore hosted a media site visit with Gary Zsigo of STYLE

10/25: Tania Armenta attended the Ski New Mexico Board Meeting

10/23: Tabitha Stallworth attended the Holiday Inn Midtown opening

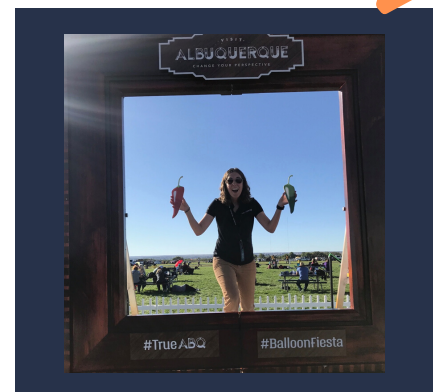
10/7- 8: Cristina Baca hosted a site tour for the Southeastern Homicide Investigators Association

10/16: Misty Jester hosted a site tour for the United Appliance Servicers Association

10/4- 13: Visit Albuquerque Staff & Volunteers interacted with Balloon Fiesta attendees at our visitor information booth and photo frame

Events Hosted by Visit Albuquerque

**10/16: Partner Orientation
10/17: Executive Committee Meeting
10/23: ACE Training**



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