

# October 2022 Destination Dashboard

## LODGERS' TAX COLLECTIONS

▲ **9%**  
VS. AUGUST 2021

▲ **126%**  
VS. AUGUST 2020

▲ **10%**  
VS. FYTD 22

▲ **150%**  
VS. FYTD 21

## AVERAGE HOTEL OCCUPANCY

▲ **5%**  
VS. SEPTEMBER 2021

▲ **41%**  
VS. SEPTEMBER 2020

▲ **6%**  
VS. CYTD 2021

▲ **46%**  
VS. CYTD 2020

## AVERAGE DAILY RATE

▲ **14%**  
VS. SEPTEMBER 2021

▲ **65%**  
VS. SEPTEMBER 2020

▲ **23%**  
VS. CYTD 2021

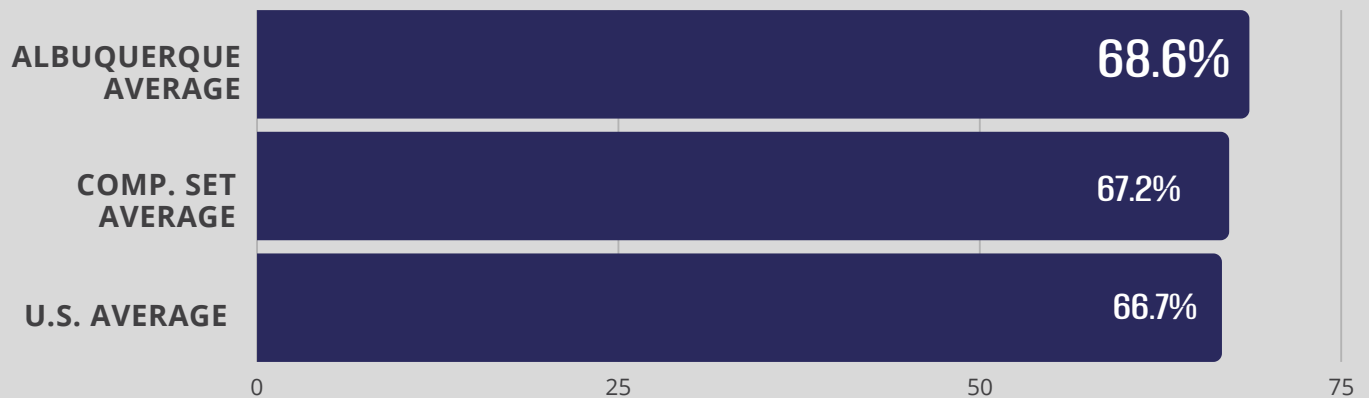
▲ **47%**  
VS. CYTD 2020

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

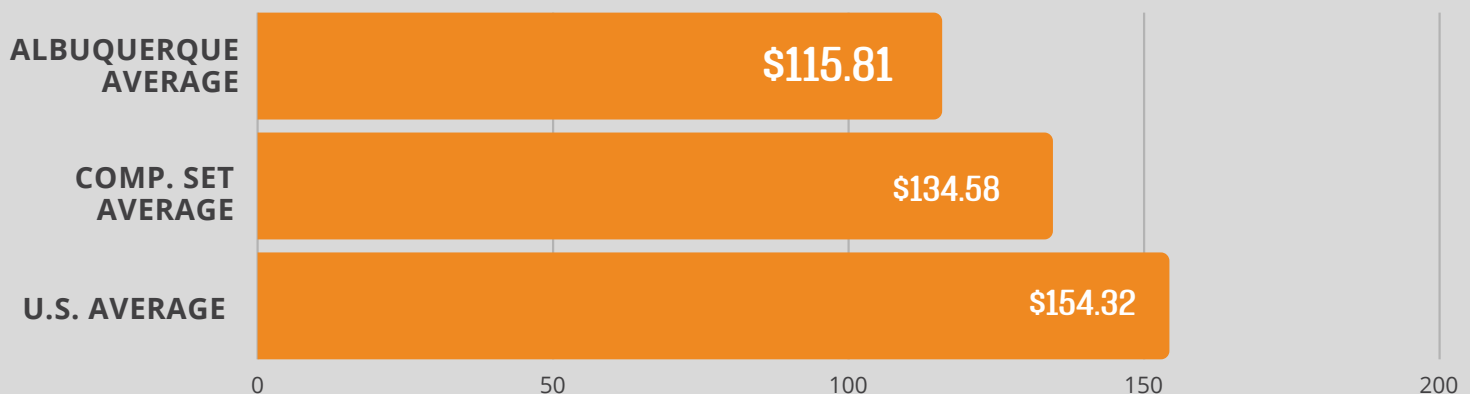
Source: STR, Inc.  
 See expanded STR data on pg. 2 of the President's Report

## SEPTEMBER 2022 - 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.

## SEPTEMBER 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

# October 2022 Destination Dashboard

## SEPTEMBER 2022 - SUNPORT AIRLINE METRICS

446,467

TOTAL PASSENGERS

▲ 28%

VS. SEPTEMBER 2021  
TOTAL PASSENGERS

▲ 236%

VS. SEPTEMBER 2020  
TOTAL PASSENGERS



TOTAL SEPTEMBER  
DEPLANED PASSENGERS

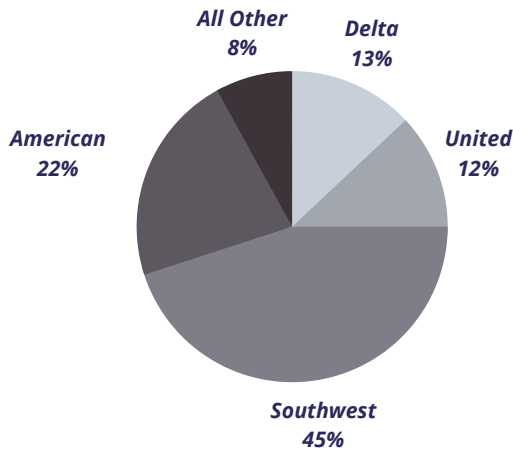
226,136

TOTAL SEPTEMBER  
ENPLANED PASSENGERS

220,331



### AIRLINES BY % OF MARKET SHARE



### 5-YR FYTD TOTAL PASSENGERS

FY19 1,496,709

FY20 1,371,926

FY21 358,317

FY22 1,074,746

FY23 1,292,671

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

43,500

TOTAL SEPTEMBER 2022 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ 5%

VS. SEPTEMBER 2021

▲ 26%

VS. SEPTEMBER 2020

44.3K  
SEPT. 2018

45.3K  
SEPT. 2019

41.3 K  
SEPT. 2021

43.5 K  
SEPT. 2022

34.6K  
SEPT. 2020

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# October 2022 Destination Dashboard

OCTOBER BUSINESS OCCURRING	OCT '22	OCT '21	% CHANGE VS. OCT '21	% CHANGE VS. OCT '20
# OF MEETINGS/EVENTS	27	16	69% ▲	2.6K% ▲
ROOM NIGHTS	6,316	3,947	60% ▲	33K% ▲
ATTENDANCE	9,036	9,057	0%	10K% ▲
DIRECT SPEND	\$3,393,532	\$1,724,363	97% ▲	27K% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	1	9	-10% ▼	800% ▲
ROOM NIGHTS	750	11,324	-33% ▼	411% ▲
ATTENDANCE	550	18,517	-46% ▼	1,022% ▲
DIRECT SPEND	\$574,039	\$4,805,410	-37% ▲	189% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	60	85	49% ▲	158% ▲
ROOM NIGHTS	17,904	23,963	57% ▲	281% ▲
ATTENDANCE	11,869	28,338	14% ▲	380% ▲
DIRECT SPEND	\$9,085,033	\$12,520,209	97% ▲	380% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	41	18,644	
	SPORTING EVENTS	ROOM NIGHTS	
	35,511	\$8.6M	
	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.

# October 2022 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

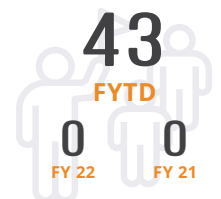
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
FUTURE EVENTS BOOKED	94	67	40% ▲	34	176% ▲
FUTURE ROOM NIGHTS BOOKED	35,287	32,193	10% ▲	8,510	315% ▲
FUTURE ATTENDANCE BOOKED	46,855	59,104	-21% ▼	7,552	520% ▲
FUTURE DIRECT SPEND	\$17,325,619	\$13,991,925	24% ▲	\$4,270,314	306% ▲
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†	105,011,397	177,219,802	-41% ▼	25,490,834	312% ▲
WEBSITE USER SESSIONS	930,583	1,045,808	-11% ▼	466,854	99% ▲
SOCIAL MEDIA FOLLOWERS	264,562	225,018	18% ▲	224,794	18% ▲
SOCIAL MEDIA ENGAGEMENT	439,494	201,015	119% ▲	82,356	434% ▲
VISITOR GUIDE FULFILLMENT	7,997	8,192	-2% ▼	3,318	141% ▲
VISITOR CENTER TRAFFIC	32,003	36,703	-3% ▼	349	6K% ▲
EARNED MEDIA‡					
TRAVEL ARTICLES	30	15	100% ▲	20	50% ▲
CIRCULATION REACH	140,685,758	22,343,097	530% ▲	98,101,159	43% ▲
PUBLICITY VALUE	\$1,365,883	\$239,487	470% ▲	\$172,755	691% ▲

## FAMILIARIZATION & SITE TOURS

	FYTD	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
SALES	11	14	-21%	3	267%
MEDIA	6	9	-33%	0	N/A

## ACE TRAINEES



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

\*\*Data reported is quarterly.

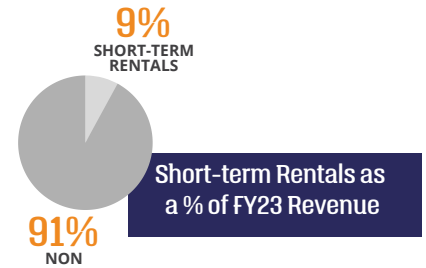
†FY23 and FY22 ad impressions include co-op partnership with NM True.

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

# October 2022 President's Report

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

MONTHLY LODGERS' TAX COLLECTION*	Aug '22	Aug '21	% CHG
		TOTAL	
TOTAL REVENUE	\$1,514,056	\$1,391,078	9% ▲
SHORT-TERM RENTALS (STR)**	\$134,424	\$95,090	35% ▲
REVENUE MINUS STR	\$1,379,632	\$1,295,988	8% ▲



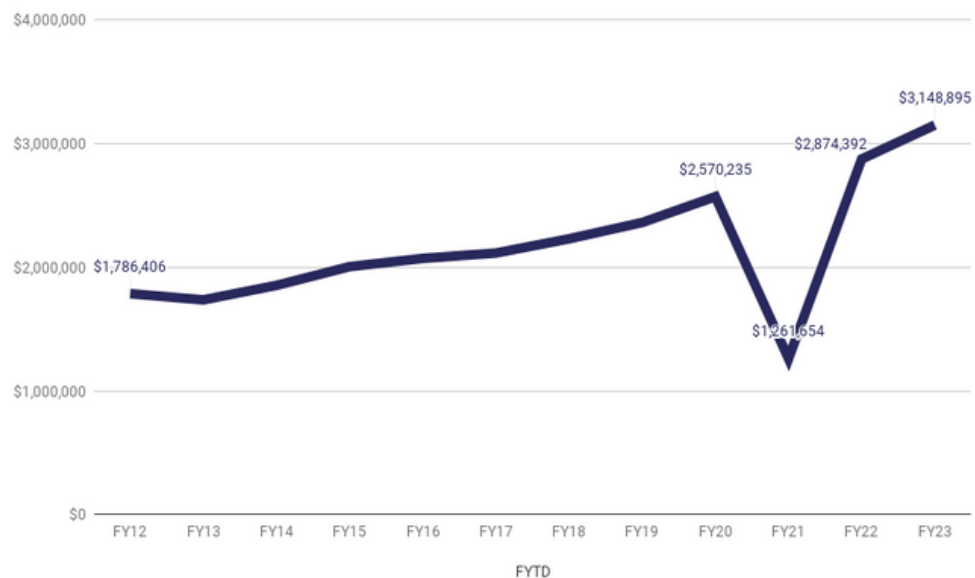
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY22	FYTD vs. FY21
		TOTAL % CHG	TOTAL % CHG
TOTAL REVENUE	\$3,148,895	\$2,874,392 10% ▲	\$1,261,654 150% ▲
SHORT-TERM RENTALS (STR)**	\$264,405	\$196,308 35% ▲	\$80,916 227% ▲
REVENUE MINUS STR	\$2,884,490	\$2,678,084 8% ▲	\$1,180,739 144% ▲

\*Value rounded up to nearest dollar.

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



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



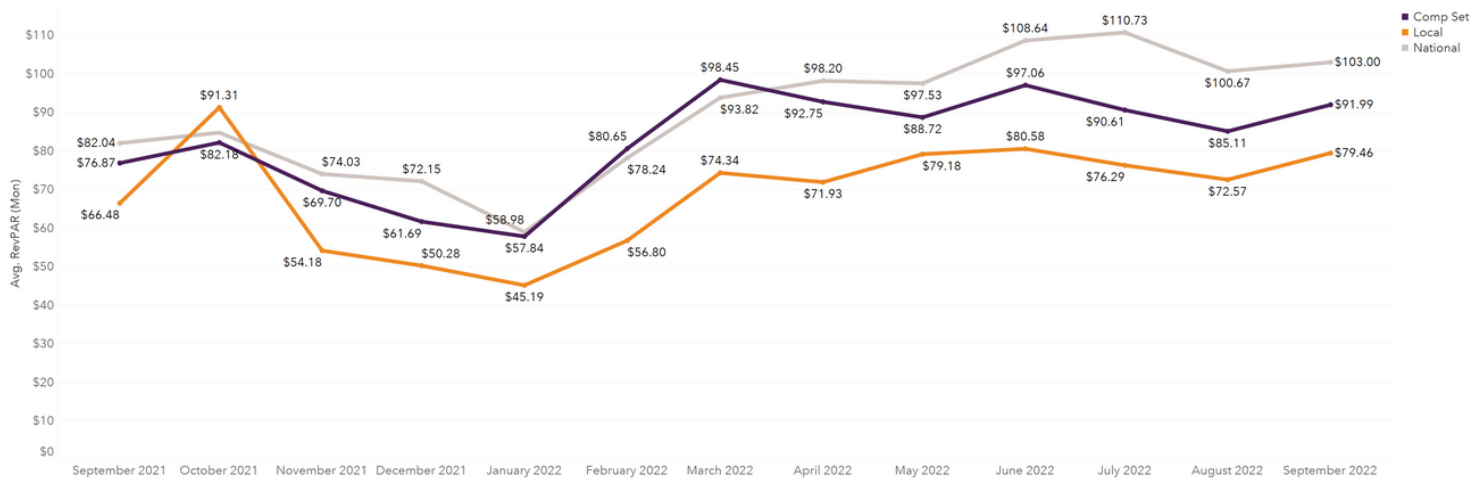


# STR, INC. LODGING INDUSTRY REPORT - SEPTEMBER 2022

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	67%	6% ▲	\$106.28	23% ▲	\$70.63	30% ▲
COMP SET*	65%	10% ▲	\$132.65	23% ▲	\$87.16	36% ▲
UNITED STATES	64%	11% ▲	\$148.76	22% ▲	\$94.61	35% ▲

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

## RevPAR: September 2021 - September 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	50%	7% ▲	\$152.12	15% ▲	\$76.34	23% ▲
UPTOWN	60%	38% ▲	\$124.37	11% ▲	\$75.07	52% ▲
AIRPORT	68%	28% ▲	\$112.87	18% ▲	\$76.86	51% ▲
NORTHERN CORRIDOR	61%	25% ▲	\$128.66	19% ▲	\$78.88	48% ▲

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 - OCTOBER 2022

27

MONTH'S TOTAL  
EVENT BOOKINGS

\$6.3M

ESTIMATED DIRECT  
SPEND GENERATED

12,645

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

94

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

39%

MEETINGS &  
CONVENTIONS

61%

SPORTING  
EVENTS

▲ 40%  
FYTD VS. FY 22

▲ 176%  
FYTD VS. FY 21

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### OCTOBER:

- 5-7: DESTINATION CELEBRATION - INDY - INDIANAPOLIS, IN
- 5-7: OUTDOOR ECONOMICS CONFERENCE - TAOS, NM
- 10-13: IMEX AMERICA - LAS VEGAS, NV
- 17-19: DMO BIZOPS - ST. LOUIS, MO
- 24-27: TEAMS - OKLAHOMA CITY, OK

### 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

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# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

24

TOTAL LOST  
EVENTS

10,430

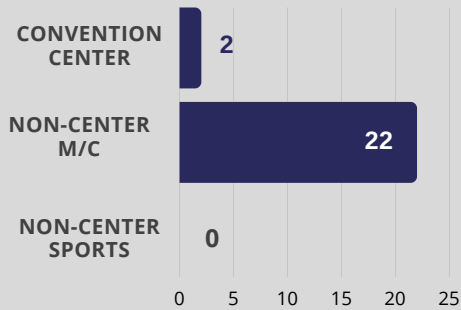
LOST ROOM  
NIGHTS

5,142

LOST ATTENDEES

\$4.2M

LOST EST. DIRECT  
SPEND

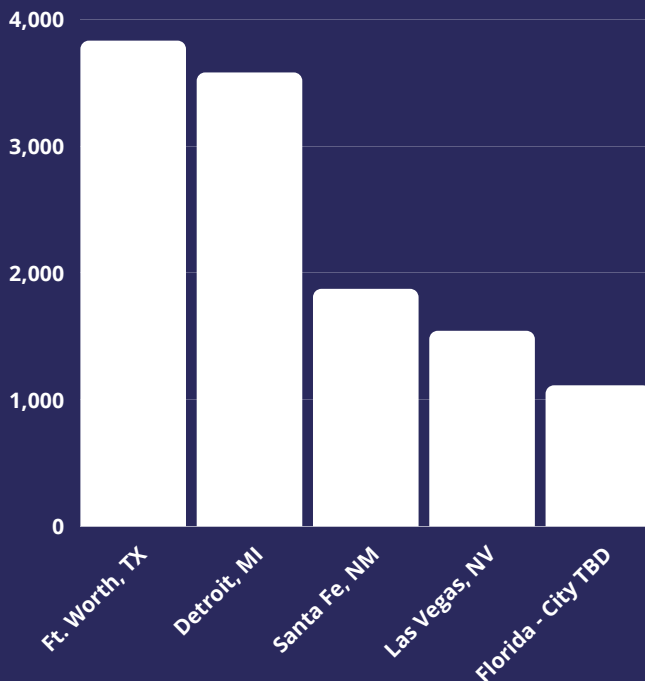


### Reoccurring Convention Center Lost Business Reasons FYTD

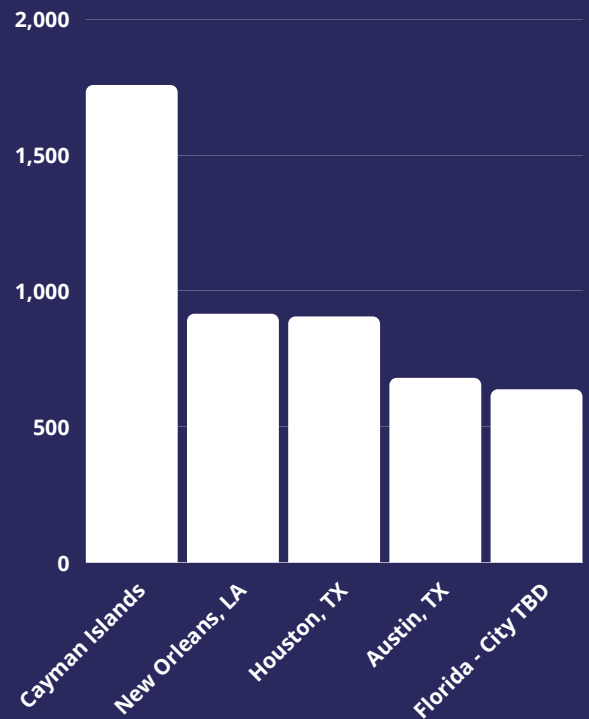
% of Room Nights Lost

Other Location(s) Preferred	58%
Insufficient Local Infrastructure	13%
Geographic Proximity	8%
Event Redesigned/Restructured/ Postponed/Cancelled	5%

### 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 - OCTOBER 2022

10

NEW PARTNERS  
THIS MONTH

50%▲ 250%▲

VS. OCT'21

VS. OCT'20

624

FYTD PARTNERSHIP

1%▲ -9%▼

VS. FY22

VS. FY21

## FYTD PARTNER REVENUE OVERVIEW

\$165,893

FYTD REVENUE

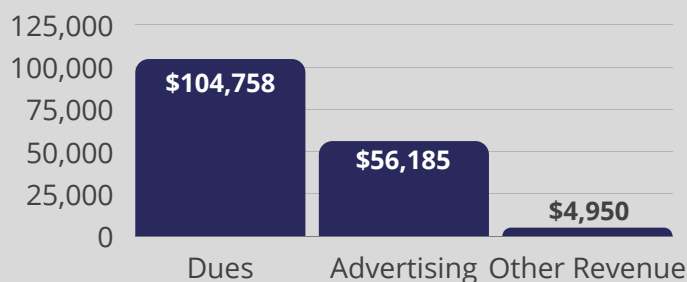
31%▲

VS. FY22

155%▲

VS. FY21

FYTD Revenue by Category



### RECENT PARTNER EVENTS

ACE Training at Doubletree by Hilton

16

ATTENDEES

43

ATTENDEES  
FYTD



### UPCOMING PARTNER EVENTS

- Visit Albuquerque Holiday Party, December 1, 2022.

## OCTOBER AT-A-GLANCE

7

TRAVEL ARTICLES  
GENERATED

9.2M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

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

\$896K

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

AFAR  
BP Score: 129

AFAR

TRAVEL GUIDES ▾ INSPIRATION ▾

TRAVEL INSPIRATION • DESTINATION SPOTLIGHT

By Rachel Berg • October 10, 2022

### 8 Things to Do in Albuquerque, New Mexico

Ride in the basket of a hot air balloon, paddleboard on the Rio Grande, and nosh on chile-covered everything in New Mexico's largest city.



Albuquerque is home to the annual Balloon Fiesta, where more than 500 balloons take off in one mass ascension daily for nine days each fall. (Photo by iStockphoto)

## FEATURED MEDIA EFFORTS\*

**10/4:** Indian Pueblo Cultural Center (IPCC) Will Host 10 Days of Special Events to Coincide With 2022 Albuquerque International Balloon Fiesta - PRWeb

**10/5:** A Definitive Guide to the 13 Most Haunted Hotels in the US - InsideHook

**10/6:** Cheers to 50 Years - AAA Explorer

**10/7:** 8 Things to Do in Albuquerque, New Mexico - AFAR

**10/10:** New Mexicans to Know: Meet Ray Roa of ASM Global - Albuquerque Business First

**10/12:** Albuquerque tourism is bouncing back - KRQE

**10/19:** Where to Visit in New Mexico - Hotels Above Par

**10/24:** 30 Romantic Winter Weekend Getaways in the U.S - PureWow

**10/27:** Record number of domestic visitors came to NM last year - Albuquerque Journal

**10/31:** The Best Places to Eat and Drink in Albuquerque Right Now - Matador Network

\*Color Key: Local Media, National Media

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

10/31: "How to Celebrate Dia de los Muertos in Albuquerque"

113,538  
LEISURE CONTACTS

32%

3%

10/26: "Have a Frightfully Fun Halloween in Albuquerque"

3,277  
LOCAL CONTACTS

36%

12%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 131,343\*

 59,325

 48,699

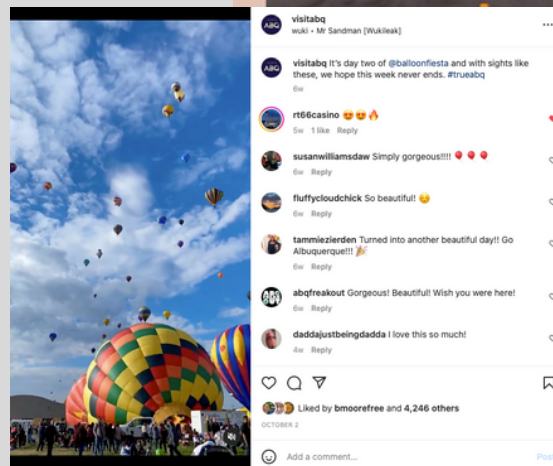
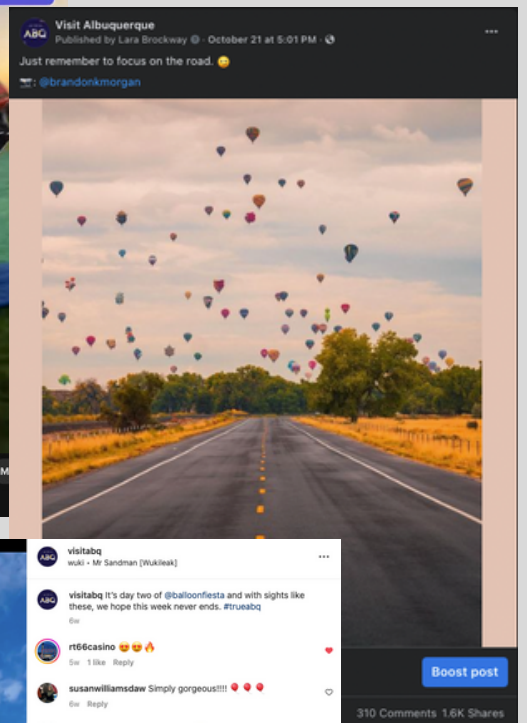
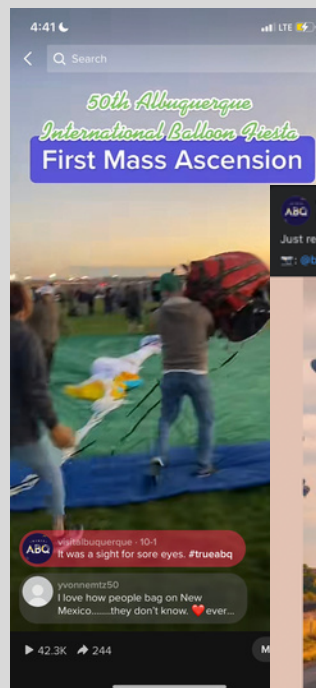
 22,046

*\*In October 2022, Meta revamped its reporting methods for Facebook accounts. As a result, Visit Albuquerque's Facebook page shows a loss in followers between September and October. We believe the drop in followers was due to Meta's removal of bots and dead accounts, resulting in a more accurate number of true followers.*

145,389  
TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

132  
TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS



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ALBUQUERQUE

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# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

## OCTOBER

- 1-9** Visit Albuquerque staff and volunteers participated in the Albuquerque International Balloon Fiesta 50th Anniversary. Activities included:
- Managed the Balloon Fiesta Visitor Information Booth and Photo Booth
  - Taiwan Tourism Event
  - A balloon ride in the Indian Pueblo Cultural Center's balloon "Ehayne on the Horizon"
- 6** Brenna Moore attended the New Mexico Public Relations Society of America's Monthly Board Meeting.
- 13** Tania Armenta was interviewed by Bob Clark on the KKOB Radio Station.
- 14** Christine Pauley and Marisol Lucero attended the Albuquerque Hispano Chamber of Commerce Presents Hispanic Heritage Awards ~ ConverGENTE y Cultura.
- 24** Visit Albuquerque staff attended the Route 66 Centennial Planning with CABQ Cultural Services and 2540 Group.
- 26** Visit Albuquerque staff attended the Economic FORUM featuring Mayor Tim Keller presenting "The Horizon Ahead".
- 27**
- Tania Armenta attended the New Mexico Hospitality Association Executive Committee Meeting.
  - Visit Albuquerque staff leadership presented at the Lodgers' Tax Advisory Board Meeting.
  - Brenna Moore participated in the Albuquerque Community Foundation Future Fund's 25th Anniversary Celebration.
  - Liz Burnam attended the Peers on Downtown Public Safety ECHO meeting.
  - Angela Gandy and Angie Jepsen attended a 2024 NMAA Convention planning lunch meeting.
  - Misty Jester attended the MPINM Board Meeting.