

October 2023 Destination Dashboard

LODGERS' TAX COLLECTIONS

▼ -3%

VS. SEPTEMBER 2022

▲ 18%

VS. SEPTEMBER 2021

▲ <1%

VS. FYTD 23

▲ 14%

VS. FYTD 22

AVERAGE HOTEL OCCUPANCY

▼ -5%

VS. SEPTEMBER 2022

▼ -1%

VS. SEPTEMBER 2021

▼ -<1%

VS. CYTD 2022

▲ 2%

VS. CYTD 2021

AVERAGE DAILY RATE

▼ -1%

VS. SEPTEMBER 2022

▲ 14%

VS. SEPTEMBER 2021

▲ 5%

VS. CYTD 2022

▲ 30%

VS. CYTD 2021

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 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

65%

COMP. SET AVERAGE

66%

U.S. AVERAGE

66%

0 10 20 30 40 50 60 70

Source: STR, Inc.

SEPTEMBER 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$115.28

COMP. SET AVERAGE

\$138.07

U.S. AVERAGE

\$160.18

\$0 \$50 \$100 \$150 \$200

Source: STR, Inc.

October 2023 Destination Dashboard

SEPTEMBER 2023 - SUNPORT AIRLINE METRICS

475,250

TOTAL PASSENGERS

▲ **6%**

VS. SEPTEMBER 2022
TOTAL PASSENGERS

▲ **36%**

VS. SEPTEMBER 2021
TOTAL PASSENGERS



**TOTAL SEPTEMBER
DEPLANED PASSENGERS**

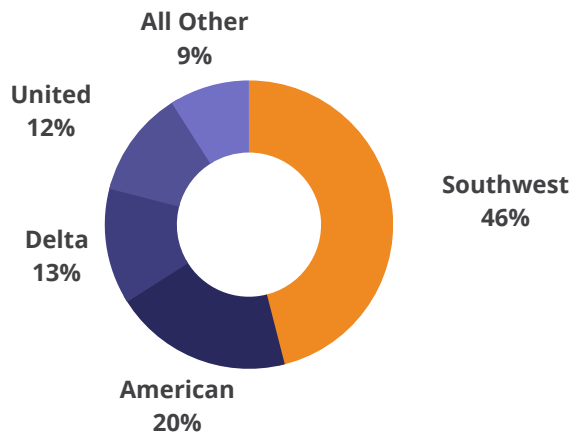
236,983

**TOTAL SEPTEMBER
ENPLANED PASSENGERS**

238,267



AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS

FY20 **1,371,926**

FY21 **358,317**

FY22 **1,074,746**

FY23 **1,289,236**

FY24 **1,420,718**

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

46,700

**TOTAL SEPTEMBER 2023 LEISURE &
HOSPITALITY EMPLOYMENT**

▲ **7%**

VS. SEPTEMBER 2022

▲ **12%**

VS. SEPTEMBER 2021

45.3K

SEPTEMBER
2019

34.5K

SEPTEMBER
2020

41.6K

SEPTEMBER
2021

43.5K

SEPTEMBER
2022

46.7K

SEPTEMBER
2023

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

October 2023 Destination Dashboard

OCTOBER BUSINESS OCCURRING	OCT '23	OCT '22	% CHANGE VS. OCT '22	% CHANGE VS. OCT '21
NO. OF MEETINGS/EVENTS	19	27	-30% ▼	-14% ▼
ROOM NIGHTS	7,816	6,316	24% ▲	-17% ▼
ATTENDANCE	15,840	9,036	75% ▲	5% ▲
EST. DIRECT SPEND	\$4,558,827	\$3,393,532	34% ▲	16% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	3	15	67% ▲	50% ▲
ROOM NIGHTS	8,953	28,298	150% ▲	67% ▲
ATTENDANCE	5,330	47,599	157% ▲	39% ▲
EST. DIRECT SPEND	\$4,213,222	\$13,436,044	180% ▲	76% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	33	64	-25% ▼	12% ▲
ROOM NIGHTS	6,498	14,165	-41% ▼	-7% ▲
ATTENDANCE	16,595	44,247	56% ▲	78% ▲
EST. DIRECT SPEND	\$4,276,872	\$8,249,659	-34% ▼	30% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	46	33,102	
	SPORTING EVENTS	ROOM NIGHTS	
	84,527	\$16.6 M	
	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 in 2024.

October 2023 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	79	94	-16% ▼	67	18% ▲
FUTURE ROOM NIGHTS BOOKED	42,463	35,287	20% ▲	32,193	32% ▲
FUTURE ATTENDANCE BOOKED	91,846	46,855	96% ▲	59,104	55% ▲
FUTURE DIRECT SPEND	\$21,685,703	\$17,325,619	25% ▲	\$13,991,925	55% ▲

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS**	861,954,355	113,128,796	662% ▲	177,219,802	386% ▲
WEBSITE USER SESSIONS	1,203,940	971,519	24% ▲	1,045,808	15% ▲
SOCIAL MEDIA FOLLOWERS	326,534	264,562	23% ▲	225,018	45% ▲
VISITOR GUIDE FULFILLMENT	6,607	7,948	-17% ▼	8,192	-19% ▼
VISITOR CENTER TRAFFIC	36,940	32,003	15% ▲	36,703	1% ▲
EARNED MEDIA TRAVEL ARTICLES [†]	47	30	57% ▲	15	213% ▲
EARNED MEDIA CIRCULATION REACH	584,165,282	140,685,758	315% ▲	22,343,097	2.5K% ▲
EARNED MEDIA PUBLICITY VALUE	\$5,772,712	\$1,365,883	323% ▲	\$239,487	2.3K% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	14	11	27%	14	0%
MARKETING	11	6	83%	9	22%

ACE TRAINEES

80

FYTD

43

FY 23

0

FY 22

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

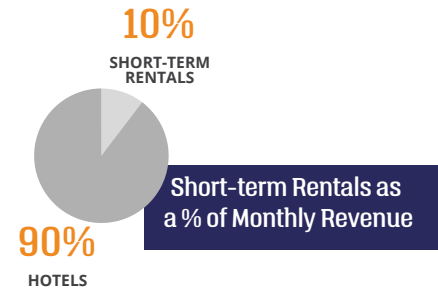
**FY24 and FY23 ad impressions include include ATMD marketing.

[†]Does not include local coverage or syndications/additional pickups.

October 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Sep. '23	Sep. '22 TOTAL	% CHG
TOTAL REVENUE	\$1,509,397	\$1,552,590	-3% ▼
SHORT-TERM RENTALS (STR)**	\$156,724	\$139,231	13% ▲
REVENUE MINUS STR	\$1,352,469	\$1,413,359	-4% ▼

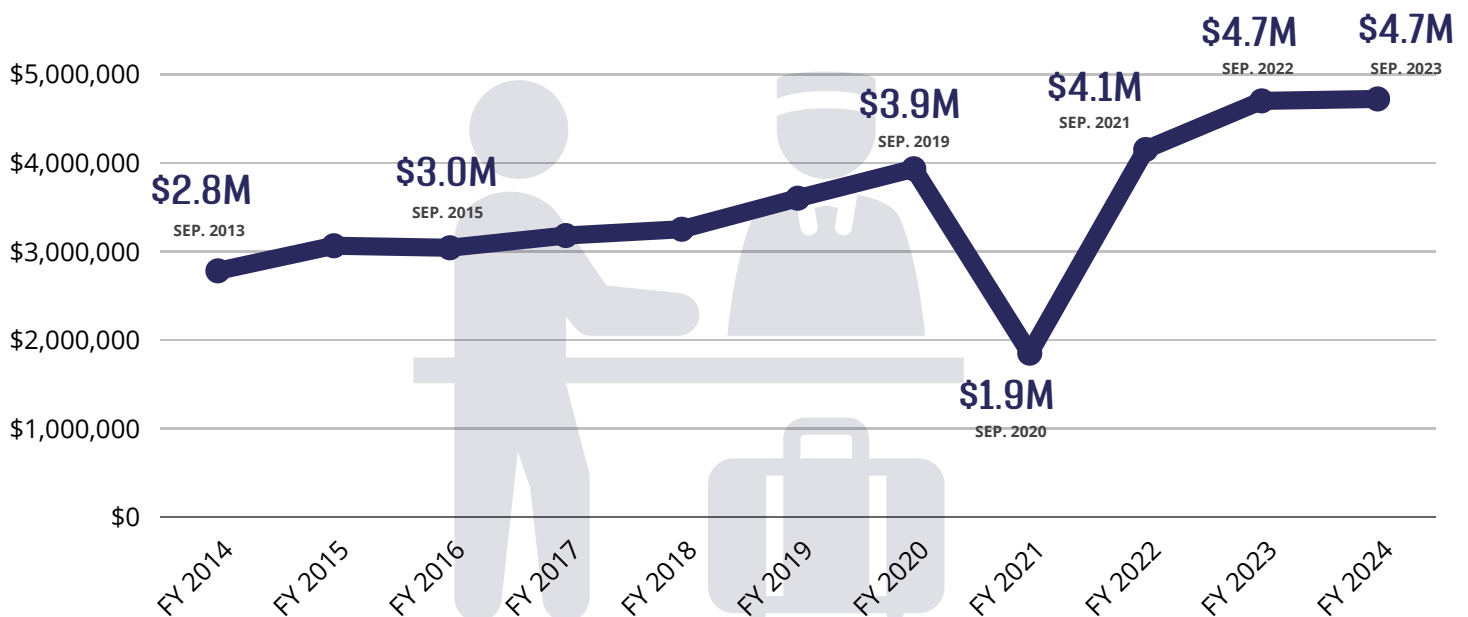


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 23 TOTAL	% CHG	FYTD vs. FYTD 22 TOTAL	% CHG
TOTAL REVENUE	\$4,723,070	\$4,701,485	<1% ▲	\$4,152,101	14% ▲
SHORT-TERM RENTALS (STR)**	\$478,985	\$403,636	22% ▲	\$291,212	64% ▲
REVENUE MINUS STR	\$4,244,085	\$4,297,849	-1% ▼	\$3,860,889	10% ▲

*Value rounded up to nearest dollar.

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

LODGERS' TAX FYTD HISTORY: FY 2014 - FY 2024



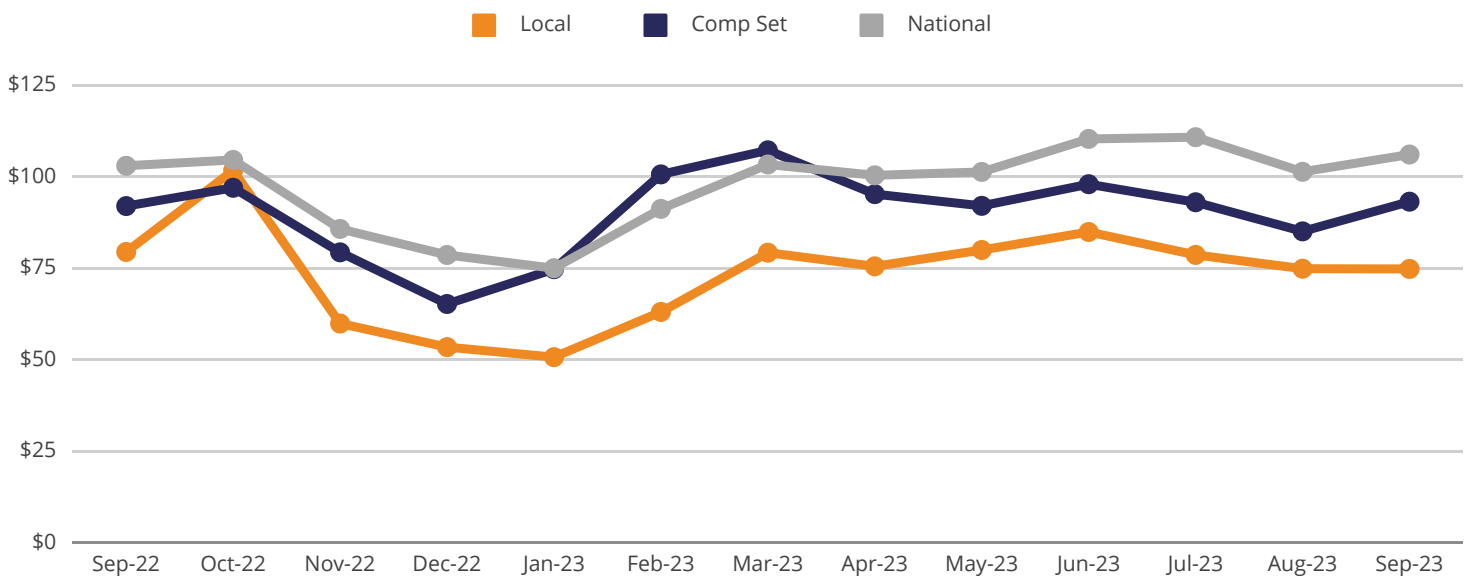


STR, INC. LODGING INDUSTRY REPORT - SEPTEMBER 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	<1% ▼	\$111.94	5% ▲	\$73.49	4% ▲
COMP SET*	66%	2% ▲	\$139.79	5% ▲	\$92.99	7% ▲
UNITED STATES	64%	1% ▲	\$155.77	5% ▲	\$100.16	6% ▲

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

REVPAR: SEPTEMBER 2022 - SEPTEMBER 2023



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	53%	6% ▲	\$159.96	5% ▲	\$85.23	12% ▲
UPTOWN	67%	10% ▲	\$131.09	5% ▲	\$87.35	16% ▲
AIRPORT	71%	4% ▲	\$116.01	3% ▲	\$81.88	7% ▲
NORTH I-25 CORRIDOR	66%	8% ▲	\$133.88	4% ▲	\$88.28	12% ▲

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Source: STR, Inc.

SALES, SERVICES & SPORTS - SEPTEMBER 2023

15

MONTH'S TOTAL
EVENT BOOKINGS

\$6.0M

ESTIMATED DIRECT
SPEND GENERATED

12,299

MONTH'S TOTAL
ROOM NIGHTS BOOKED

79

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▼ -16%

FYTD VS. FYTD 23

▲ 18%

FYTD VS. FYTD 22

97%

SPORTING
EVENTS

3%

MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

OCTOBER:

- 2-6: TEAMS CONFERENCE & EXPO - WEST PALM BEACH, FL
- 7-12: DESTINATIONS INTERNATIONAL BUSINESS OPERATIONS SUMMIT - LITTLE ROCK, AR
- 17-19: IMEX AMERICA - LAS VEGAS, NV
- 18-21: LEADERSHIP NEW MEXICO CONNECT PROGRAM - LAS CRUCES, NM
- 23-25: OUTDOOR ECONOMICS CONFERENCE - SANTA FE, NM
- 24-27: AIRPORT ROUNDTABLE SERIES - LEXINGTON, KY
- 24-27: SPORTS EVENTS AND TOURISM ASSOCIATION 45 SUMMIT - EL PASO, TX
- 25-27: GREATER WESTERN TRAVEL & TOURISM RESEARCH ASSOCIATION CONFERENCE - SONOMA COUNTY, CA

NOVEMBER:

- 1-3: CONNECT WEST - SAN FRANCISCO, CA
- 14: NEW MEXICO HOSPITALITY ASSOCIATION TOP HAT AWARDS - ALBUQUERQUE, NM
- 28-29: CONNECT DC - WASHINGTON, DC
- 29-30: HOLIDAY SHOWCASE - CHICAGO, IL

DECEMBER:

- 4-7: EXPO!EXPO! - DALLAS, TX
- 5-9: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS ANNUAL CONFERENCE - ATLANTA, GA
- 5-9: LEADERSHIP NEW MEXICO CONNECT PROGRAM - ROSWELL, NM

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

39

TOTAL LOST
EVENTS

17,367

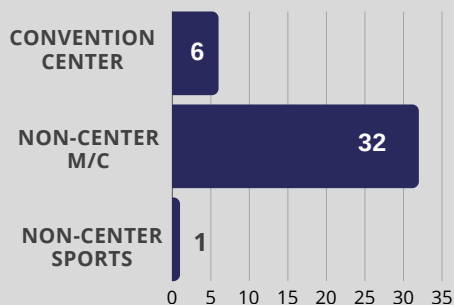
LOST ROOM
NIGHTS

9,297

LOST ATTENDEES

\$8.9M

LOST EST. DIRECT
SPEND

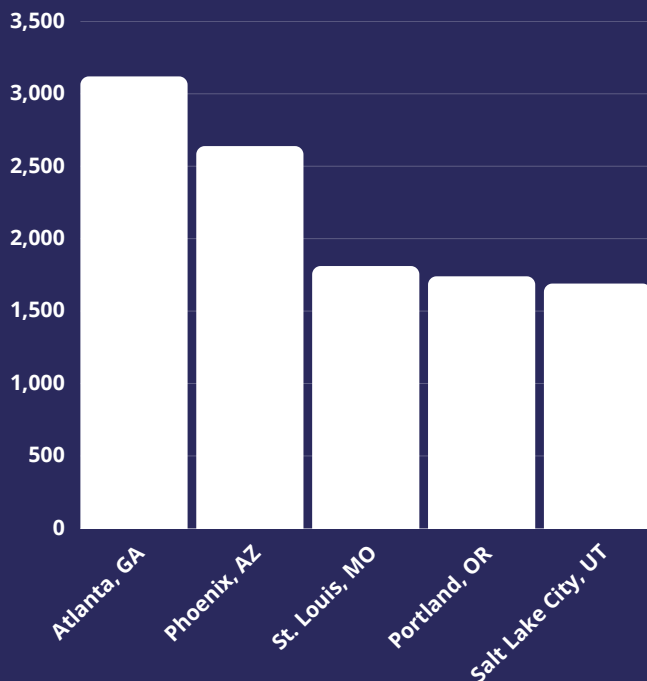


Top 4 Lost Business Reasons FYTD

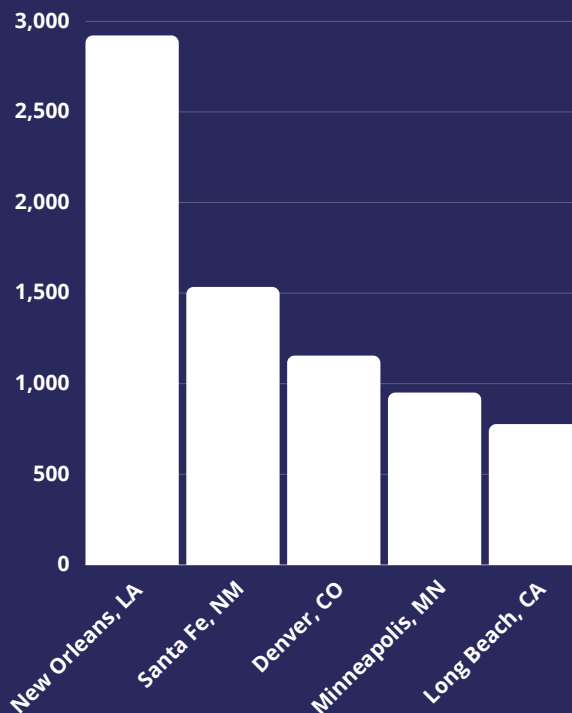
% of Room Nights Lost

Other Location(s) Preferred	57%
Insufficient Local Infrastructure	10%
Meeting/Event Redesigned/Restructured/Cancelled	10%
Dates/Space Availability	8%

Most Room Nights Lost To (FYTD Convention Center Events)



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



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - OCTOBER 2023

620

FYTD PARTNERSHIP

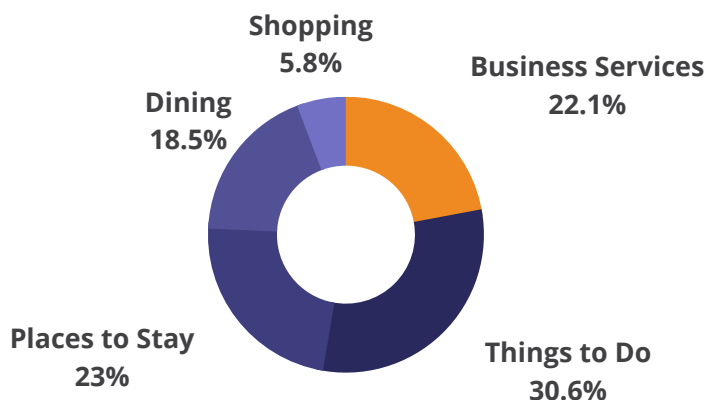
-6% ▼

VS. FY23

-1% ▼

VS. FY22

ACTIVE PARTNERS BY CATEGORY



FYTD PARTNER REVENUE OVERVIEW

\$186,187

FYTD REVENUE

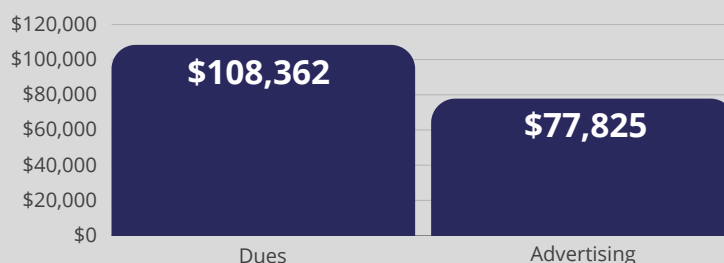
12% ▲

VS. FY23

47% ▲

VS. FY22

FYTD Revenue by Category



OCTOBER PARTNER EVENTS



ACE Training at Historic Lobo Theater

12
ATTENDEES

New Partner Orientation at Visit Albuquerque

8
ATTENDEES

NEW PARTNER CORNER:

- ALBUQUERQUE ARTWALK
- AND STUFF RETAIL COLLECTIVE
- BIKE IN COFFEE AT OLD TOWN FARM
- DOWNTOWN GROWERS' MARKET
- FOUR WINDS TRANSPORTATION SERVICES, LLC
- GOLD STREET PIZZA & BREW
- KELLY JO DESIGNS
- KELLY JO DESIGNS BY WINE
- LITTLE BEAR COFFEE + ROASTERY
- LITTLE BEAR COFFEE AND WINE BAR
- LOST CULTURES TEA BAR
- NEW MEXICO PERFORMING ARTS SOCIETY
- OPERA ON THE MENU
- POULIN MARKETPLACE
- REVEL ENTERTAINMENT
- SQUIDLY DESIGNS



UPCOMING PARTNER EVENT

- New Partner Orientation, November 15, 2023, at Visit Albuquerque.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

OCTOBER AT-A-GLANCE

10

TRAVEL ARTICLES
GENERATED

346M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

90%

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

\$3.5M

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Thrillist- BP Score: 118



FEATURED MEDIA EFFORTS*

10/4: Visit Albuquerque's 'Red or Green?' balloon gets mini-documentary - New Mexico Living

10/6: Fall into Albuquerque's Octoberness - New Mexico News Port

10/6: The Best Way to Watch the Annular Eclipse Is at This Hot Air Balloon Festival - Thrillist

10/7: This Southern US City Is An Incredible Fall Foodie Destination - Explore.com

10/7: 'Ring of fire' annular eclipse: Here's where to see it - CNN Travel

10/11: US states prepare for surge of visitors as 'ring of fire' eclipse nears - The Guardian

10/14: 10 best fall ghost tours for spine-tingling fun in America - Fox News

10/19: Report: State sees record-high direct spending in tourism in 2022 - Albuquerque Journal

10/23: The Ultimate Halloween Road Trip Through Haunted New Mexico - InsideHook

10/30: Balloon Fiesta 2023 turnout soared to record numbers - Albuquerque Journal

10/31: 2023 Catalyst Awards: Momentum Award - Smart Meetings

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

10/6: "Celebrate Día de los Muertos in Albuquerque"

111,669
LEISURE CONTACTS

OPEN RATE

34%

CLICK-TO-OPEN RATE

3%

10/31: "Celebrate Día de los Muertos in Albuquerque"

3,240
LOCAL CONTACTS

43%

11%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



134,855



80,807



40,908



69,964*

*All other social media platform include, Twitter/X, LinkedIn, YouTube, and Threads.

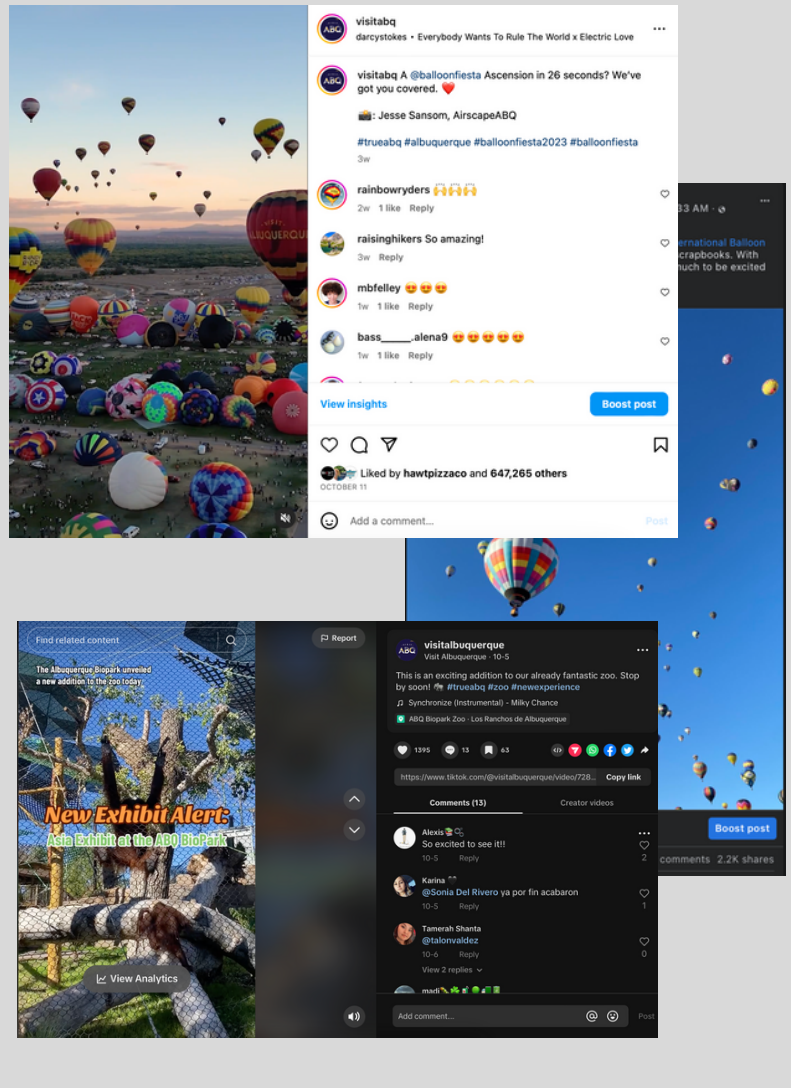
2,113,282

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

301

TOTAL SOCIAL MEDIA POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS - OCTOBER

10/2: Tania Armenta attended the Albuquerque City Council Meeting.

10/3: Tania Armenta attended the Downtown Forward Breakfast with Mayor Keller.

10/5: Tania Armenta attended the Balloon Fiesta Board Meeting.

10/6:

- Terri Dean attended the Hispano Chamber of Commerce - Women in Business Group.
- Visit Albuquerque staff attended the opening ceremony for Gordon Bennett Gas Balloon Race

10/7-15: Visit Albuquerque staff, led by Liz Burnam and Rachel Howard, managed the Visit Albuquerque Info Table and Visitor picture frame at the Albuquerque International Balloon Fiesta.

10/16: Tania Armenta attended the Albuquerque Chamber of Commerce Annual Meeting

10/19:

- Liz Burnam hosted a booth at the La Po Goes Local event for UNM Students.
- Visit Albuquerque staff attended the ribbon cutting ceremony at recently renovated La Quinta Inn & Suites.

10/20: Tania Armenta met with ASM Global Executive Vice President Dan Hoffend during his Albuquerque visit.

10/28: Visit Albuquerque tourism grant recipient, Day of the Tread hosted the inaugural "Bone Shaker" gravel grinder course.

10/31: Liz Burnam, Alisha Zierden and Visit Albuquerque volunteers participated in the Old Town Halloween trick or treat event.



Events Hosted by Visit Albuquerque

10/14: Annular Solar Eclipse Event at the Albuquerque International Balloon Fiesta

10/18: Visit Albuquerque Partner Orientation

10/24: Visit Albuquerque Executive Committee Meeting