

## DESTINATION DASHBOARD

### FEBRUARY 2019

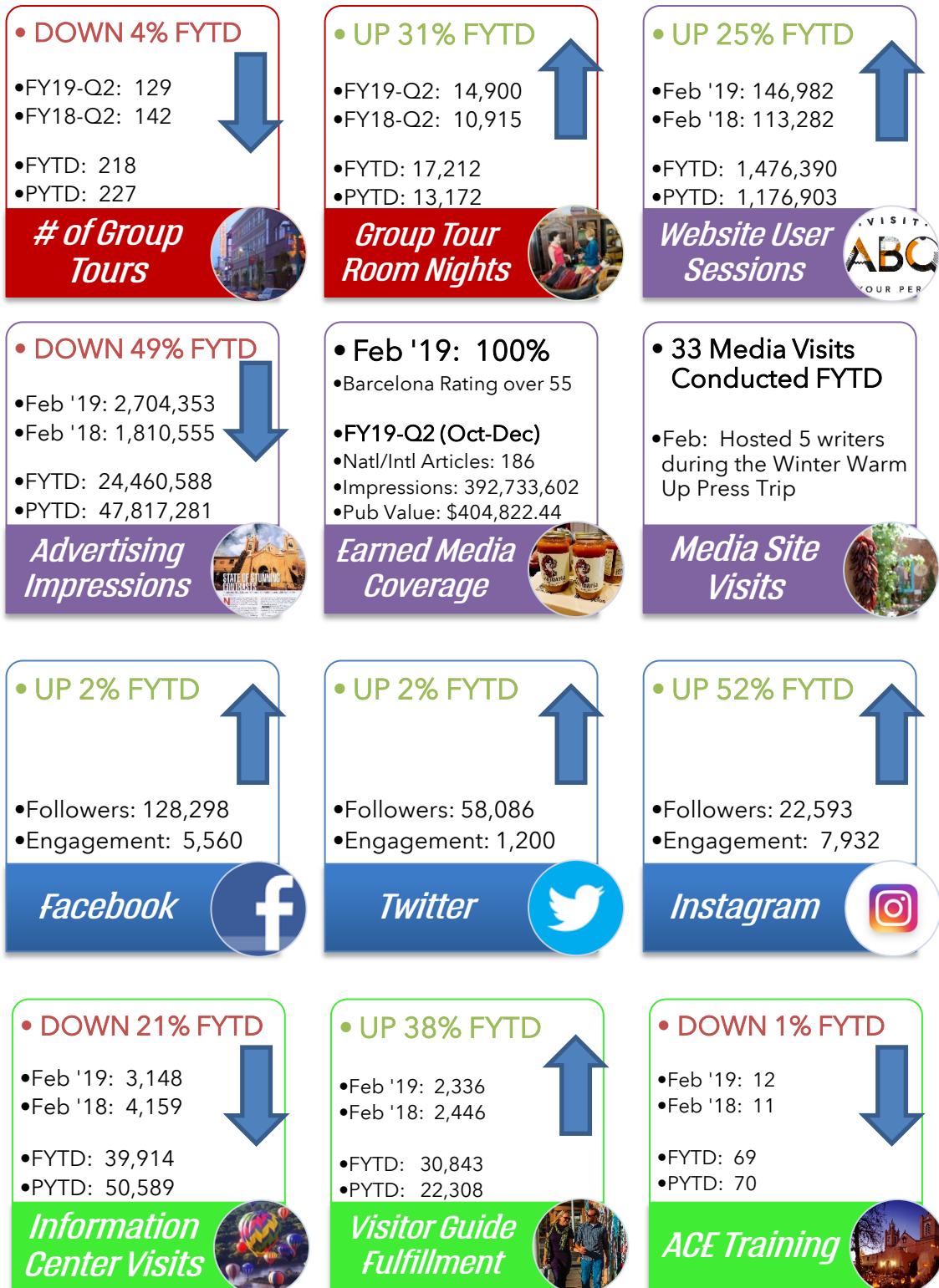
### Fiscal Year July 1 – June 30



## DESTINATION DASHBOARD

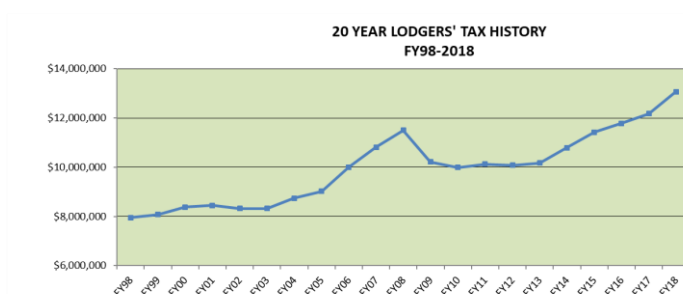
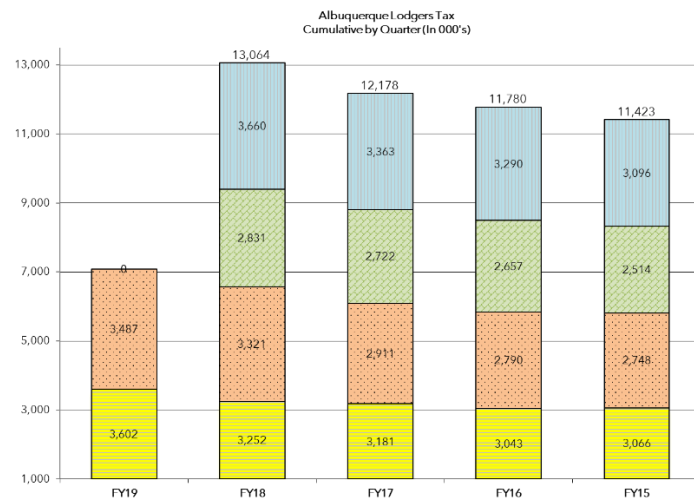
### FEBRUARY 2019

### Fiscal Year July 1 – June 30



## PRESIDENT'S REPORT FEBRUARY 2019

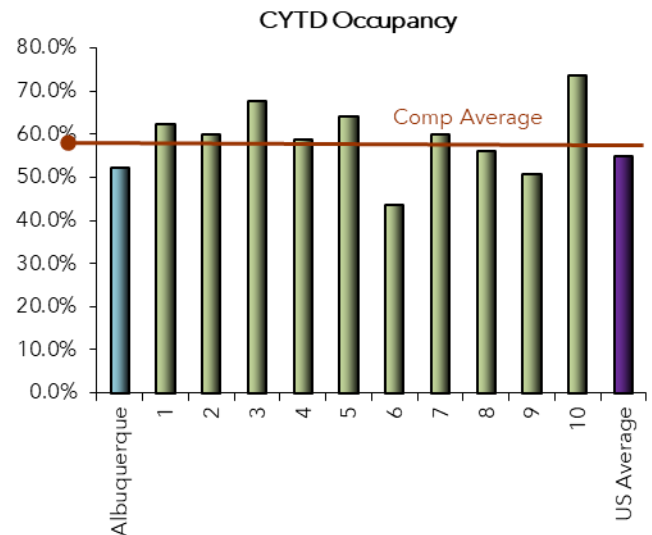
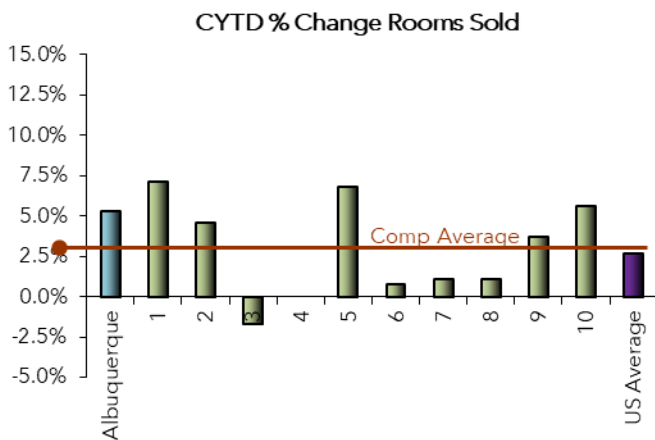
5% Hotel Occupancy Tax Collections					
Monthly Comparison Current Revenue					
Dec '18	Dec '17	% Ch from Dec '17	FYTD	PYTD	FY % Ch
\$829,076.10	\$750,917.71	10.4%	\$6,838,833.75	\$6,466,148.44	5.8%
Monthly Comparison Airbnb					
Dec '18	Dec '17	% Ch from Dec '17	FYTD	PYTD	FY % Ch
\$31,962.88	\$19,086.97	67.5%	\$214,839.92	\$39,901.33	438.4%
Monthly Comparison Total Revenue excluding Airbnb					
Dec '18	Dec '17	% Ch from Dec '17	FYTD	PYTD	FY % Ch
\$849,104.74	\$763,280.34	11.2%	\$6,874,733.04	\$6,533,103.30	5.2%
Monthly Comparison Total Revenue Current/Airbnb/Delinquent					
Dec '18	Dec '17	% Ch from Dec '17	FYTD	PYTD	FY % Ch
\$881,067.62	\$782,367.31	12.6%	\$7,089,572.96	\$6,573,004.63	7.9%



# SMITH TRAVEL RESEARCH

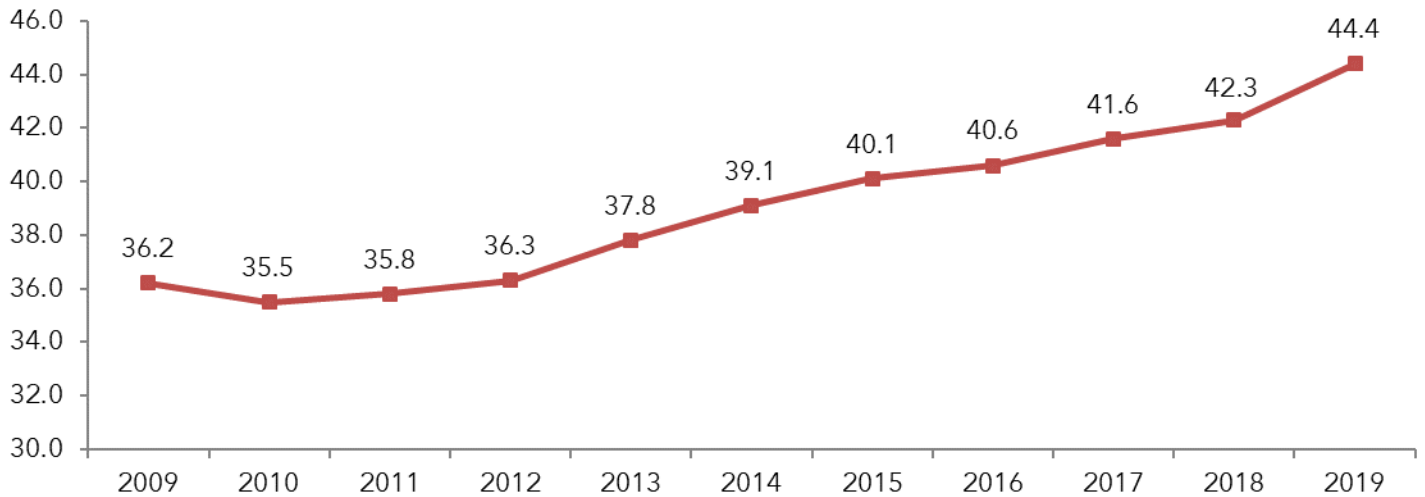
Lodging Industry Report												
January 2019							Calendar Year to Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	52.2%	4.7%	\$79.21	5.7%	10.6%	5.3%	52.2%	4.7%	\$79.21	5.7%	10.6%	5.3%
Markets												
1	62.3%	2.5%	\$134.21	3.2%	5.7%	7.1%	62.3%	2.5%	\$134.21	3.2%	5.7%	7.1%
2	59.8%	-1.9%	\$118.27	-1.3%	-3.3%	4.6%	59.8%	-1.9%	\$118.27	-1.3%	-3.3%	4.6%
3	67.6%	-1.3%	\$121.58	-4.4%	-5.7%	-1.7%	67.6%	-1.3%	\$121.58	-4.4%	-5.7%	-1.7%
4	58.8%	-2.6%	\$106.52	1.2%	-1.5%	0.0%	58.8%	-2.6%	\$106.52	1.2%	-1.5%	0.0%
5	64.0%	6.8%	\$89.75	5.7%	12.9%	6.8%	64.0%	6.8%	\$89.75	5.7%	12.9%	6.8%
6	43.6%	0.2%	\$80.60	3.3%	3.4%	0.8%	43.6%	0.2%	\$80.60	3.3%	3.4%	0.8%
7	59.8%	-1.8%	\$108.42	-1.4%	-3.2%	1.1%	59.8%	-1.8%	\$108.42	-1.4%	-3.2%	1.1%
8	56.1%	-3.2%	\$114.41	-1.2%	-4.4%	1.1%	56.1%	-3.2%	\$114.41	-1.2%	-4.4%	1.1%
9	50.6%	-1.5%	\$78.96	-1.5%	-2.9%	3.7%	50.6%	-1.5%	\$78.96	-1.5%	-2.9%	3.7%
10	73.6%	5.2%	\$150.93	5.2%	10.6%	5.6%	73.6%	5.2%	\$150.93	5.2%	10.6%	5.6%
Comp Average	58.9%	0.6%	\$107.53	1.3%	2.0%	3.1%	58.9%	0.6%	\$107.53	1.3%	2.0%	3.1%
US Average	54.8%	0.7%	\$124.39	0.8%	1.5%	2.7%	54.8%	0.7%	\$124.39	0.8%	1.5%	2.7%

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	57.5%	15.7%	\$115.82	9.2%	26.4%	15.7%	57.5%	15.7%	\$115.82	9.2%	26.4%	15.7%
Uptown	53.8%	10.5%	\$101.92	3.2%	14.0%	10.5%	53.8%	10.5%	\$101.92	3.2%	14.0%	10.5%
Airport	62.5%	6.7%	\$89.38	6.5%	13.6%	6.7%	62.5%	6.7%	\$89.38	6.5%	13.6%	6.7%
N Corridor	49.3%	-2.3%	\$102.15	6.7%	4.3%	-2.3%	49.3%	-2.3%	\$102.15	6.7%	4.3%	-2.3%



# Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average  
January (In Thousands)

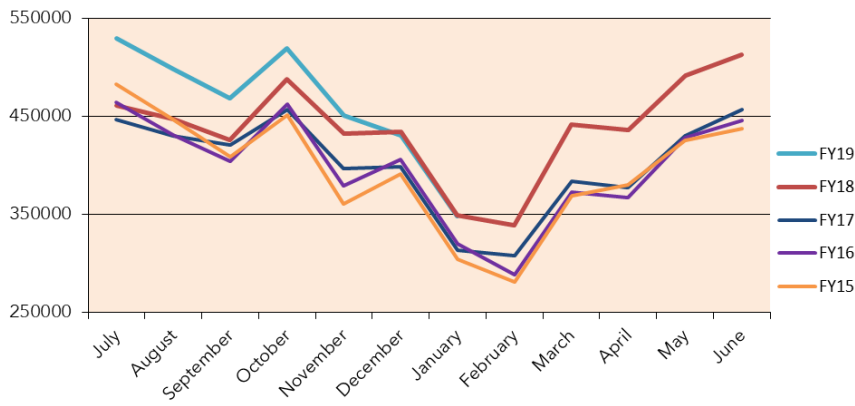


Source: Bureau of Labor Statistics

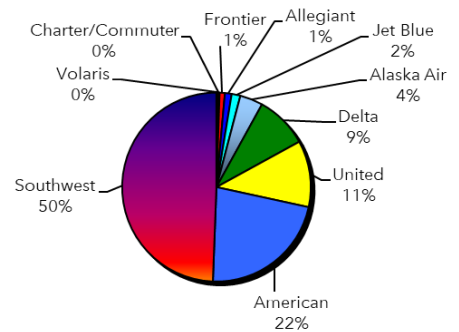
## Albuquerque International Sunport Activity

Aviation Passengers						
	Jan '19	Jan '18	% Ch from Jan '18	FYTD	PYTD	% Ch from PYTD
Total Enplaned Passengers	176,633	175,961	0.4%	1,623,730	1,518,293	6.9%
Total Deplaned Passengers	171,403	173,141	-1.0%	1,622,168	1,519,753	6.7%
Total All Passengers	348,036	349,102	-0.3%	3,245,898	3,038,046	6.8%

Total Passengers by Fiscal Year

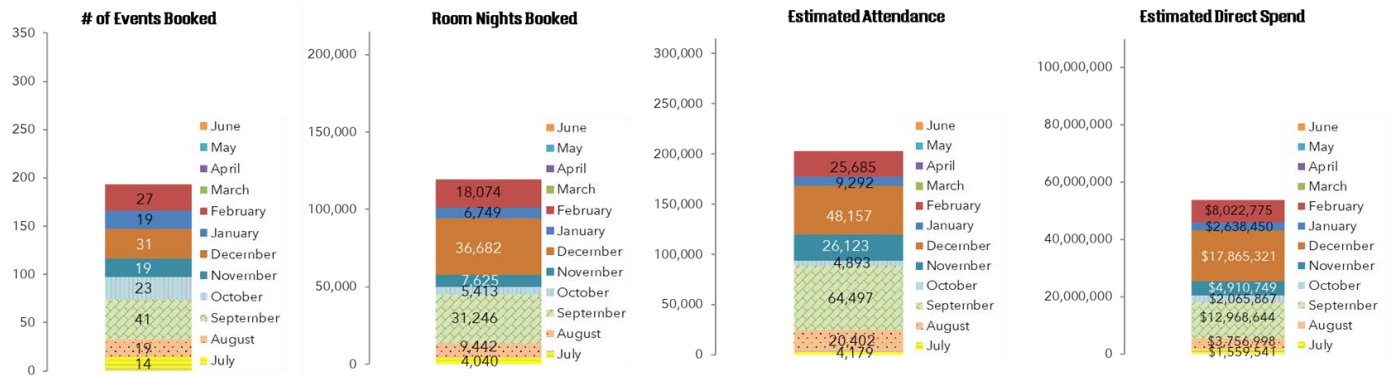


January 2019 Airline Market Share



Source: Albuquerque International Sunport

# CONVENTION SALES, SERVICES & SPORTS

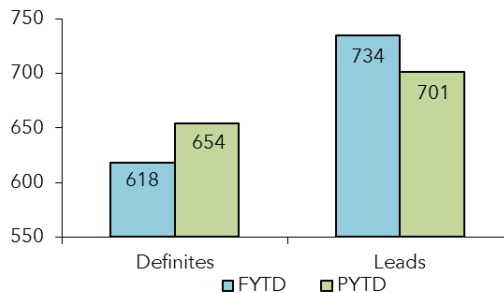


February					FYTD				
TOTAL BOOKINGS	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend	
Number of Events	27	18,074	25,685	\$8,022,775	193	119,271	203,228	\$53,788,345	
New Citywides	1	970	600	\$382,965	11	20,971	26,132	\$10,203,871	
Total Citywides	5	6,978	15,314	\$2,986,442	32	67,935	121,322	\$30,430,250	
Total Non-Citywides	22	11,096	10,371	\$5,036,333	161	51,336	81,906	\$23,358,095	

Meetings & Conventions	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend	
Number of Events	20	11,635	7,994	\$5,325,017	110	39,598	44,967	\$19,150,190	
New Citywides	1	970	600	\$382,965	3	6,045	3,000	\$3,407,482	
Total Citywides	2	1,460	1,600	\$685,212	4	6,535	4,000	\$3,709,729	
Non-Citywides	18	10,175	6,394	\$4,639,805	106	33,063	40,967	\$15,440,461	

Sporting Events	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend	
Number of Events	7	6,439	17,691	\$2,697,758	83	79,673	158,261	\$34,638,155	
New Citywides	-	-	-	\$0	8	14,926	23,132	\$6,796,389	
Total Citywides	3	5,518	13,714	\$2,301,230	28	61,400	117,322	\$26,720,521	
Non-Citywides	4	921	3,977	\$396,528	55	18,273	40,939	\$7,917,634	

Average Room Nights per Group



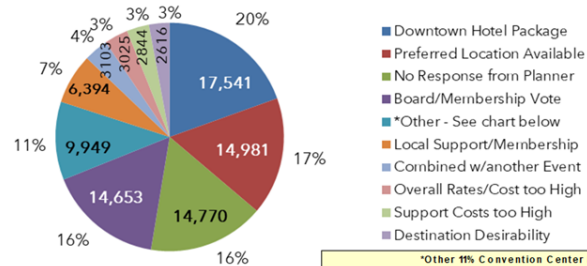
Current Tentatives							
Room Nights				We are projecting to turn the following room nights in:			
				Mar	Apr	May	% of Total
Center M/C		66,361		12,259	0	0	18.5%
Center Sports		14,398		1,179	0	0	8.2%
NC Mtgs/Conv		26,838		3,050	964	0	15.0%
NC Sports		14,478		5,257	1,494	0	46.6%
Total		122,075		21,745	2,458	0	19.8%

# CONVENTION SALES, SERVICES & SPORTS



Meetings Lead Production						
	Feb '19	Feb '18	% Ch	FYTD	PYTD	% Ch
Number of Leads	31	49	-36.7%	354	381	-7.1%
Total Potential Room Nights	26,265	42,929	-38.8%	259,957	267,198	-2.7%
Total Attendance	15,475	24,614	-37.1%	289,588	256,128	13.1%

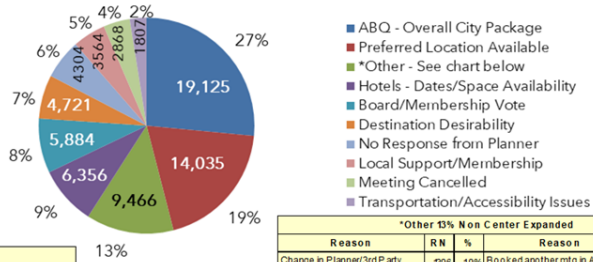
**Center Lost Business FYTD**  
100% of Lost Business Shown - Total 89,876



Downtown Hotel Package includes: Too many hotels in package; More sleeping rooms close to Center; Meeting Space/Sleeping Rooms under one roof.

*Other 11% Convention Center Expanded					
ABQ selected for 2020 only	2298	2.6%	Meeting/Event Canceled	1181	1.2%
Transportation/Accessibility	968	2.2%	ACC Space Challenged	1074	1.2%
Overall City Package	1960	1.3%	Did Not Make Shortlist	705	0.8%
ACC Space Availability	1083	1.2%	Hotel - Dates/Space Unavailable	600	0.7%

**Non-Center Lost Business FYTD**  
100% of Lost Business Shown - Total 72,130



*Other 13% Non Center Expanded					
Reason	RN	%	Reason	RN	%
Change in Planner/3rd Party	1,299	19%	Booked another mtg in ABQ	512	0.7%
Prefer one Roof	1,161	16%	Chose Tribal Resort/Casino	454	0.6%
Overall Rates/Cost too High	1,160	16%	Near Training/Hqzt Office	417	0.6%
Org Internal Politics	1,050	15%	Client booked outside 3rd Party	365	0.5%
Too many hotels in package	850	12%	No LOI or No Longer Using Hotel	319	0.4%
Climate/Weather Concerns	810	11%	ABQ sourced by mistake	308	0.4%
Requested Concessions	540	8%	Combined w/another meeting	144	0.2%

Lost Business	February				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Total Lost Business	22	10,918	6,410	\$4,866,396	197	162,006	94,411	\$76,409,780
Convention Center	4	5,532	2,625	\$2,922,397	48	89,876	44,197	\$45,560,906
Non-Center Mtgs/Conv	15	4,119	2,755	\$1,463,576	140	47,232	25,994	\$17,088,543
Non-Center Sports	3	1,267	1,030	\$480,423	9	24,898	24,220	\$13,760,331

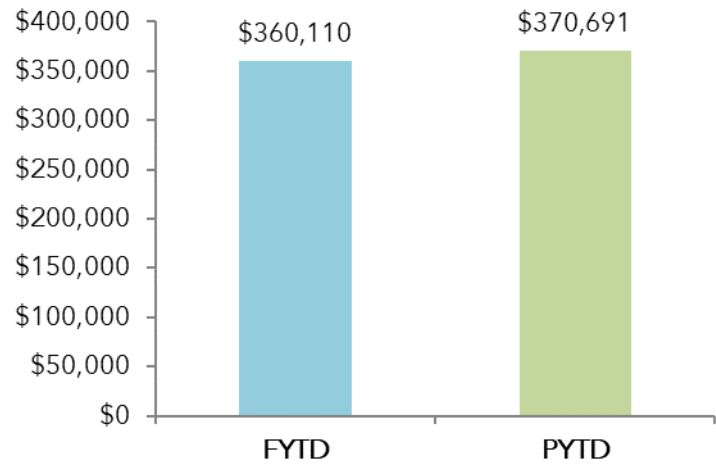
Top 5 Destinations Chosen over ABQ									
Convention Center				Non-Center Meetings/Conventions				Non-Center Sports	
February		FYTD		February		FYTD		February	FYTD
Phoenix	1,510	Salt Lake City	12,055	San Diego	1,644	San Diego	3,726	Denver	809
Frisco, TX	1,320	San Diego	5,967	Tucson	811	Chicago	2,575	Event Cxl	94
		Phoenix	5,626	Nashville	440	Reno	1,945	TBD	364
		Colorado Springs	4,790	Minneapolis	147	San Antonio	1,901		
To Be Determined	2,702	Long Beach, CA	3,820	Isleta	120	Salt Lake City	1,670		
									TBD
									9,873

Business Occurring						
	Feb '19	Feb '18	% Ch	FYTD	PYTD	% Ch
Number of Meetings	26	29	-10.3%	205	179	14.5%
Room Nights	12,267	13,969	-12.2%	111,061	85,401	30.0%
Attendance	29,117	34,825	-16.4%	148,833	137,253	8.4%
Direct Spending	\$5,062,324	\$5,645,577	-10.3%	\$45,630,060	\$36,888,112	23.7%

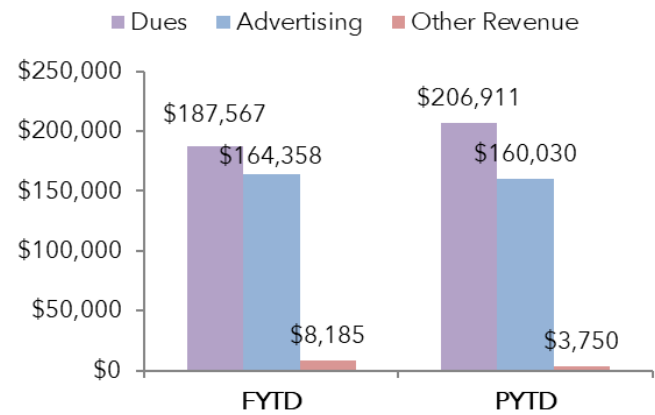
# PARTNER DEVELOPMENT



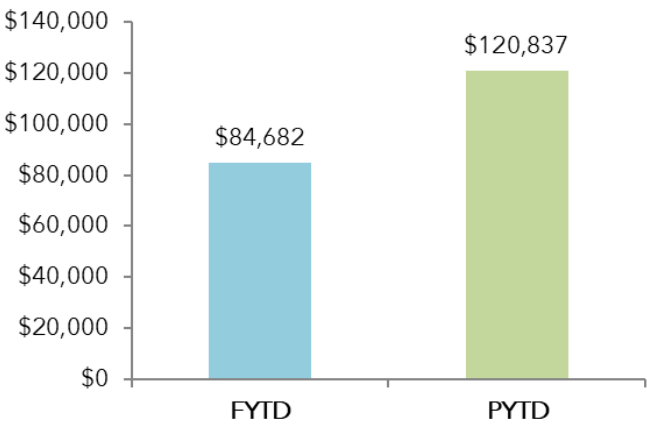
Total Private Revenue



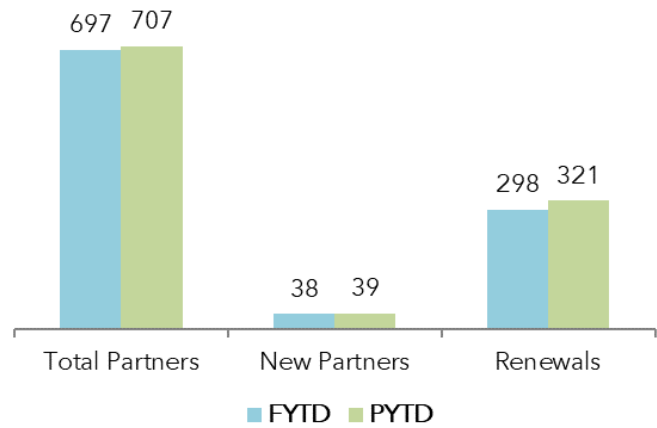
Private Revenue



In-Kind




Partners



**February Visit Albuquerque Partner Events:**

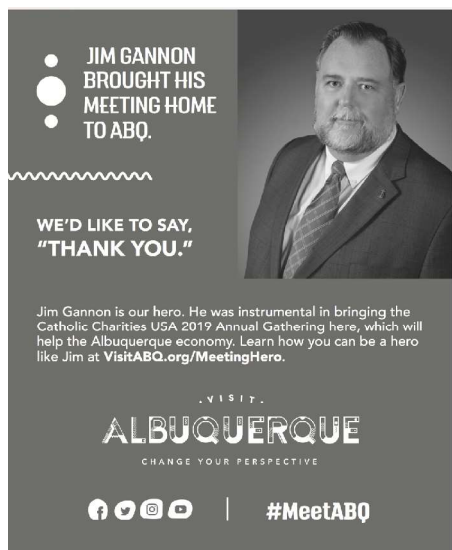
Feb 11: ACE Class at Spur Line Supply Co, 12 attendees  
Feb 20: Partner Orientation, 10 attendees

# MARKETING, COMMUNICATIONS & TOURISM

ADVERTISING IMPRESSIONS	YOY	FYTD	PYTD	February 2019	February 2018
	<b>49%</b>	24,460,558	47,817,281	2,704,353	1,810,555

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 16%. 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

### GMID/QM

- Invite for MPI-NM
- MPI-NM Hospitality Showcase ad
- Printed/mailed invite

### 2019 Visitors Guide

- Postcard for pick-up

### Completion of Meeting Planner Guide

### National Senior Games

- Banner ads
- Digital boards

### MetaECHO

- ACC facade
- Snapchat filter
- Airport welcome signs



## COLLATERAL/AD PRODUCTION

Phylaxis Society 2019 Annual Convention Ad

Spring FAM e-vite

February Albuquerque Little Theatre program ad

Dex ad

Gathering of Nations program ad

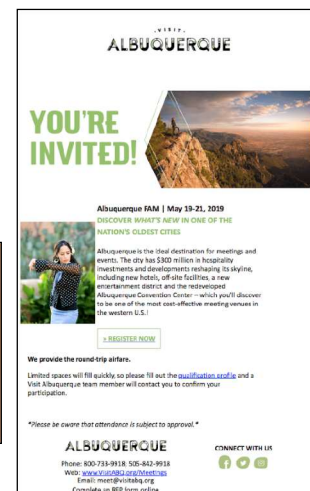
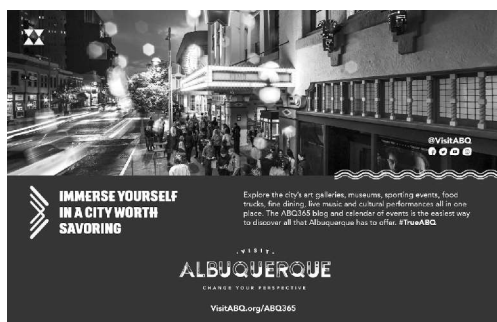
Hotel Promotion banner ads

Business Outlook

Welcome Flyer update

Hotel Slicks update

Economic Development Itineraries



# MARKETING, COMMUNICATIONS & TOURISM

WEBSITE USER  
SESSIONS



YOY  
25.45%

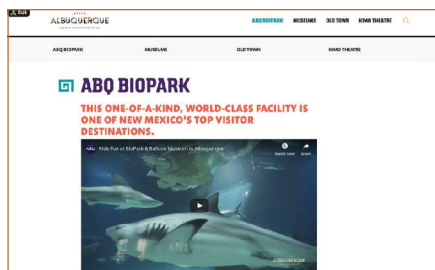
FYTD  
1,476,390

PYTD  
1,176,903

February 2019  
146,982

February 2018  
113,282

## WEBSITE UPDATES



Biopark Landing Page

- Updated ABQ BioPark landing page (<https://www.visitalbuquerque.org/city-culture/abq-biopark/>)
- Added 2019 VG PDF to digital guide pages for download (interactive guide will be added when ready for publishing)
- Updated content on Meetings: What's New page and Travel Trade: What's New page (travel trade what's new now redirects to main what's new page).
- Updated transportation information on Balloon Fiesta microsite
- Updated Visitors Guide images on site, to 2019 cover images
- Updated Balloon Museum and Balloon Fiesta pages according to requests from the museum

PPC ADVERTISING | MAIN CAMPAIGN

18,643

PHOTO REQUESTS

8

Note for February: We ran an incremental hotel campaign, in response to concerns about loss of business from the government shutdown. The core program had 14,296 clicks, and the Hotel campaigns had 4,347 clicks.

SOCIAL  
IMPRESSIONS

### FACEBOOK

FOLLOWERS

128,298

ENGAGEMENT

5,560

### TWITTER

FOLLOWERS

58,086

ENGAGEMENT

1,200

### INSTAGRAM

FOLLOWERS

22,593

ENGAGEMENT

7,932



TOTAL LIKES

128,298

NEW LIKES

0

ENGAGEMENT

5,560

ORGANIC

110,509

TOTAL POSTS

17



FOLLOWERS

58,086

NEW FOLLOWERS

117

ENGAGEMENT

1,200



FOLLOWERS

22,593

NEW FOLLOWERS

1,004

ENGAGEMENT

7,932



SUBSCRIBERS

652

# OF VIDEOS

218

TOTAL VIEWS

571,558

NEW VIDEOS

1

VIEWS/mo.

11,545

TOTAL

ABQCVB

VisitABQ

ABQ 365

SUBSCRIBERS

652

# OF VIDEOS

218

TOTAL VIEWS

571,558

NEW VIDEOS

1

VIEWS/mo.

11,545

TOTAL

ABQCVB

VisitABQ

ABQ 365

242

61

134

23

389

134

300,806

78,306

1

0

9,187

2,102

## E-MARKETING

### @VisitABQ

SENT

OPEN

CLICK

### ABQ 365 BLOG POSTS

THEME

DATE

2/9: "Experience the Albuquerque Cuisine Scene"

136,541

0.09

0.13

Events

2/7

2/19: "Visit Albuquerque's Visitors Guide Pick-up has been canceled today due to weather"

1,241 Partner Contacts

0.29

0.06

IPCC Exhibit

2/8

2/20: "Visit Albuquerque's February Industry Insider"

1,241 Partner Contacts

0.31

0.26

Black-Owned Businesses

2/12

2/21: "Albuquerque Live and In-Person"

140,417

0.12

0.08

Events

2/14

2/26: "You're invited Visit Albuquerque Quarterly Meeting to celebrate Global Meetings Industry Day (#GMID19)"

393 local guests

0.4

0.11

Events

2/20

2/26: "You're invited Visit Albuquerque Quarterly Meeting to celebrate Global Meetings Industry Day (#GMID19)"

103 VIP Guests

0.26

0.33

Events

2/28

Women's History Month

2/28

# PR/COMMUNICATIONS

## PITCHES

Spring Break STEM Travel (Short Lead)

IMM Follow Up (Short Lead)

Winter Warm Up FAM

## HARO (HELP A REPORTER OUT)

Innovative Gas Station to Restaurant/Winery/Brewery Conversions (Anonymous)

Unique or Strange Hotels ([SmarterTravel.com](http://SmarterTravel.com))

Spirits, Wine and Beer Made in Unexpected Places ([MoneyInc.com](http://MoneyInc.com))

Best Hot Springs in the West ([OrganicAuthority.com](http://OrganicAuthority.com))

Former Insane Asylums Turned Boutique Hotels - Hotel Parq Central (Tribune New Service)

## PROACTIVE LEADS & INITIATIVES

Food Network Magazine – 50 Tiki Bars in 50 States (Jinja Bistro)

Outlet Unknown – Alternative Bucket List Destinations

Men's Journal Online – Best Trips for Wine Lovers

Outlet Unknown – Hotels Inspired by Real-Life Women (Hotel Andaluz)

## MEDIA EFFORTS

LOCAL MEDIA

REGIONAL MEDIA

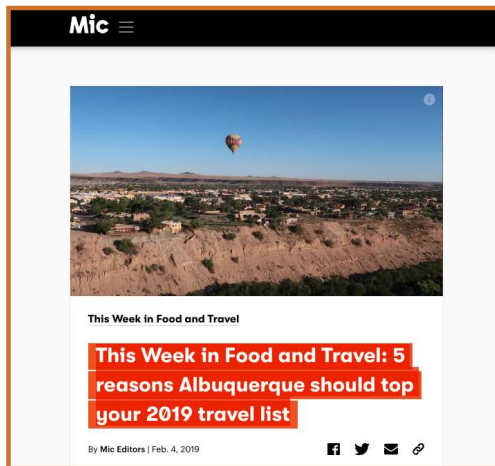
NATIONAL/INT'L MEDIA

M&C TRADE MEDIA

2/5	Sent "Media Alert: February 2019 Meetings/Conventions & Events" to local media
2/6	<a href="#">Events Happening this Week in the Duke City</a> (Weekly Events Segment) - KRQE (broadcast and online)
2/11	<a href="#">Shop local this Valentine's Day</a> - KRQE (broadcast and online)
2/13	<a href="#">Valentine's themed events happening in Albuquerque</a> (Weekly Events Segment) - KRQE (broadcast and online)
2/13	Sent alert "Two ABQ festivals in the running for USA Today's 10Best Readers' Choice Awards" to local media
2/20	<a href="#">Events happening in Albuquerque this week (Weekly Events Segment)</a> - KRQE (broadcast and online)
2/20	Sent release "Visit Albuquerque Releases 2019 Official Albuquerque Visitors Guide" to local media and over the wire
2/26	Sent release "SHRM NM Two-Day Leadership/Legislative Conference Prepares Business Leaders for the Future of the New Mexico Workforce" to local media and over the wire
2/27	<a href="#">Things to do in the Duke City this Week</a> (Weekly Events Segment) - KRQE (broadcast and online)
2/28	Sent advisory "2019 ASTA National Conference and National Orchestra Festival Coming to Albuquerque March 6-9" to local media
2/4	This Week in Food and Travel: 5 reasons Albuquerque should top your 2019 travel list - <a href="http://Mic.com">Mic.com</a>
2/5	<a href="#">Visit New Mexico, the land of enchantment</a> - Asbury Park Press Online
2/8	<a href="#">Top 5 Valentine's Day Getaways in America Revealed</a> - World Property Journal
2/12	<a href="#">These Are the 15 Healthiest Cities in America</a> - Reader's Digest Online (updated from of a Nov 2017 article)
2/22	9 of the Best Long Weekend Getaways in the U.S. - <a href="http://Oyster.com">Oyster.com</a>
2/22	<a href="#">The 10 Best 2019 Budget Travel Destinations</a> - Travel Channel
2/26	<a href="#">Breaking Bad And Better Call Saul Fans Head To This Iconic Spot When Visiting ABQ</a> - Forbes
Feb.	<a href="#">New Mexico: Taking Wow to a New Level</a> - Smart Meetings (print and online)

## PR/COMMUNICATIONS

**100%** of national or regional articles scoring above 55 on the Barcelona Principles Scale

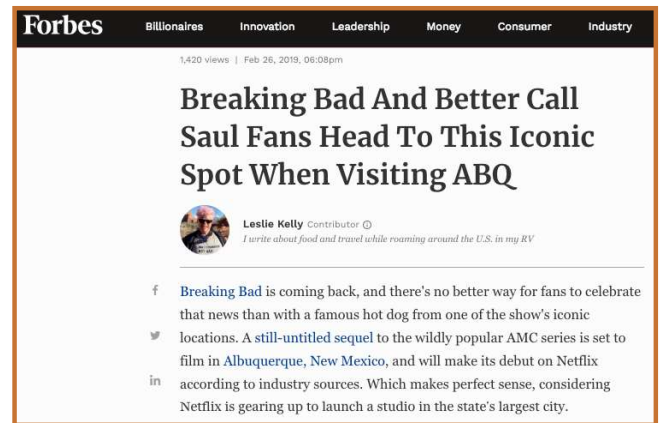


**MIC.COM**

**February 4**

This Week in Food and Travel: 5 Reasons Albuquerque should top your 2019 travel list

**BP Score – 90**

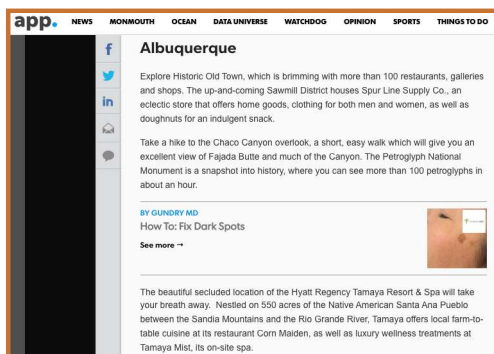


**FORBES**

**February 26**

Breaking Bad and Better Call Saul Fans Head to this iconic sport when Visiting ABQ

**BP Score – 89**

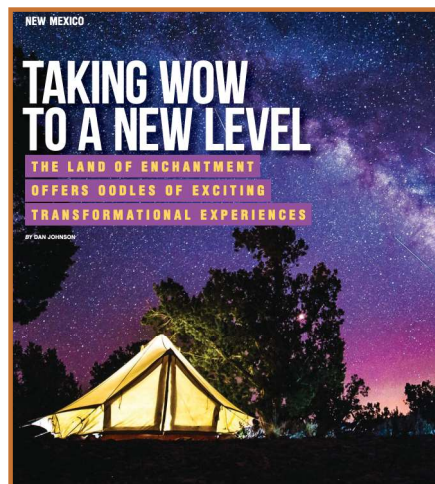


**ASBURY PARK PRESS ONLINE**

**February 5**

Visit New Mexico, the Land of Enchantment

**BP Score – 82**

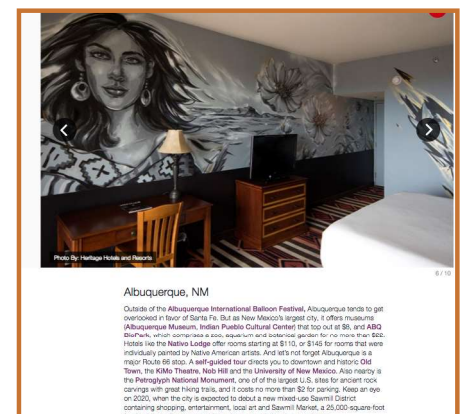


**SMART MEETINGS**

**February**

New Mexico: Taking Wow to a New Level

**BP Score – 106**



**TRAVEL CHANNEL**

**February 22**

The 20 Best 2019 Budget Travel Destinations

**BP Score – 58**

## MEETINGS/INDUSTRY EVENTS

Feb 5: Business Issues Council Meeting

Feb 5: National Senior Games Local Organizing Committee Meeting

Feb 5: Short-Term Rental Task Force Meeting

Feb 6: National Museum of Nuclear Science & History Meeting

Feb 7: Bernalillo County Sports Commission Meeting

Feb 9: La Noche Encantada

Feb 11: Senate Hearing for Secretary Schroer's Confirmation

Feb 14: SMG Meeting with José García and Bernie Herrera

Feb 20: Go Red for Women Luncheon

Feb 20: APD/Hospitality Partnership Meeting

Feb 20: LGBT Chamber of Commerce Business Exchange

Feb 21: GAIA Monthly Luncheon

Feb 21: NMPSA Board Meeting

Feb 21: NMTD Central Region Marketing Board Meeting

Feb 21: Downtown Community Partnership Meeting

Feb 21: Bernalillo County Sports Commission Meeting

Feb 25: Albuquerque Business First Bizwomen Mentoring Monday

Feb 25: Albuquerque Business First Women of Influence Luncheon

Feb 26: National Senior Games Local Organizing Meeting with Community Leaders

Feb 26: Short-Term Rental Task Force Meeting

Feb 27: Drury Inn Reception

Feb 28: Urban Land Institute Luncheon

Feb 28: Lodgers' Tax Advisory Board Meeting

Feb 28: Distributive Education Clubs of America judging

Feb 28: NMPSA Monthly Luncheon

### VisitABQ HOSTED

Feb 6-10: Winter Warm Up FAM Press Tour

Feb 8: Junior Achievement Job Shadow Day

Feb 11: ACE Class

Feb 20: Visit Albuquerque Partner Orientation

Feb 21: Visit Albuquerque Executive Committee Meeting

### FEB. TRADESHOWS/INDUSTRY MEETINGS

Feb 3-6: Independent Planner Education Conference, San Antonio, TX

Feb 12: Destination Marketing Accreditation Program (DMAP) Board of Directors Meeting

Feb 12: Destination's International Spirit of Hospitality 2019 Celebration

Feb 13: Destination's International Destination Showcase, Washington, DC

### UPCOMING TRADESHOWS/INDUSTRY MEETINGS

Mar 12-14: Meetings Industry Council of Colorado, Denver, CO

Mar 18-20: Connect Diversity, Birmingham, AL

Mar 20-22: DMA West Tech Summit, Albuquerque, NM

Apr 22-23: Connect California, Oakland, CA

May 6-9: National Association of Sports Commissions, Knoxville, TN

May 29-31: HelmsBriscoe Annual Business Conference, Houston, TX

Jun 1-5: US Travel Association IPW, Anaheim, CA

Jun 15-18: MPI World Education Summit, Toronto

Jun 23-25: Military Reunion Network, Nashville, TN

Jun 25-28: PCMA Education Conference, Los Angeles, CA