

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD


FEBRUARY 2019

Fiscal Year July 1 - June 30

• UP 7.9% FYTD

- Dec '18: \$829,076
- Dec '17: \$750,918
- FYTD: \$7,089,572.96
- PYTD: \$6,573,004.63


Lodgers' Tax



• UP 4.7% CYTD

- Jan '19: 52.2%
- Jan '18: 49.8%
- CYTD: 52.2%
- PYTD: 49.8%


Hotel Occupancy



• UP 5.7% CYTD

- Jan '19: \$79.21
- Jan '18: \$74.97
- CYTD: \$79.21
- PYTD: \$74.97


Average Daily Rate



• UP 0.8% FYTD

- Feb '19: \$8M
- Feb '18: \$3.6M
- FYTD: \$53.8M
- PYTD: \$53.3M

Booked Direct Spend




(Meetings, Conventions & Sports)

• DOWN 0.3% FYTD

- Feb '19: 18,074
- Feb '18: 8,707
- FYTD: 119,271
- PYTD: 119,688

Booked Room Nights




(Meetings, Conventions & Sports)

• UP 10% FYTD

- Feb '19: 25,685
- Feb '18: 15,377
- FYTD: 203,228
- PYTD: 184,345

Booked Attendance




(Meetings, Conventions & Sports)

• UP 5.5% FYTD

- Feb '19: 27
- Feb '18: 16
- FYTD: 193
- PYTD: 183

Total Booked Events



(Meetings, Conventions & Sports)

• 83 Sports Events Booked FYTD

- Room Nights: 79,673
- Attendees: 158,261
- Direct Spend: \$34.6M

SPORTS



• 46 M/C Site Visits & 9 Group Tour Sites FYTD

- Feb: SHRM-NM; GARE; Tech Convention; NCSG; NAWBO


Sales Fams & Site Tours



• 11 New Citywides Booked FYTD

- Room Nights: 20,971
- Attendees: 26,132
- Direct Spend: \$10.2M

New Citywides




(Meetings, Conventions & Sports)

• 32 Total Citywides Booked FYTD

- Room Nights: 67,935
- Attendees: 121,322
- Direct Spend: \$30.4M

Total Citywides




(Meetings, Conventions & Sports)

• 161 Non-Citywides Booked FYTD

- Room Nights: 51,336
- Attendees: 81,906
- Direct Spend: \$23.4M

Non-Citywides



(Meetings, Conventions & Sports)

ALBUQUERQUE

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DESTINATION DASHBOARD

FEBRUARY 2019


Fiscal Year July 1 - June 30

• **DOWN 4% FYTD**

• FY19-Q2: 129
• FY18-Q2: 142

• FYTD: 218
• PYTD: 227

of Group Tours




• **UP 31% FYTD**

• FY19-Q2: 14,900
• FY18-Q2: 10,915

• FYTD: 17,212
• PYTD: 13,172

Group Tour Room Nights




• **UP 25% FYTD**

• Feb '19: 146,982
• Feb '18: 113,282

• FYTD: 1,476,390
• PYTD: 1,176,903

Website User Sessions




• **DOWN 49% FYTD**

• Feb '19: 2,704,353
• Feb '18: 1,810,555

• FYTD: 24,460,588
• PYTD: 47,817,281

Advertising Impressions




• **Feb '19: 100%**

• Barcelona Rating over 55

• **FY19-Q2 (Oct-Dec)**

• Natl/Intl Articles: 186
• Impressions: 392,733,602
• Pub Value: \$404,822.44

Earned Media Coverage



• **33 Media Visits Conducted FYTD**

• Feb: Hosted 5 writers during the Winter Warm Up Press Trip


Media Site Visits



• **UP 2% FYTD**

• Followers: 128,298
• Engagement: 5,560


Facebook



• **UP 2% FYTD**

• Followers: 58,086
• Engagement: 1,200


Twitter



• **UP 52% FYTD**

• Followers: 22,593
• Engagement: 7,932

Instagram




• **DOWN 21% FYTD**

• Feb '19: 3,148
• Feb '18: 4,159

• FYTD: 39,914
• PYTD: 50,589

Information Center Visits




• **UP 38% FYTD**

• Feb '19: 2,336
• Feb '18: 2,446

• FYTD: 30,843
• PYTD: 22,308

Visitor Guide Fulfillment



• **DOWN 1% FYTD**

• Feb '19: 12
• Feb '18: 11

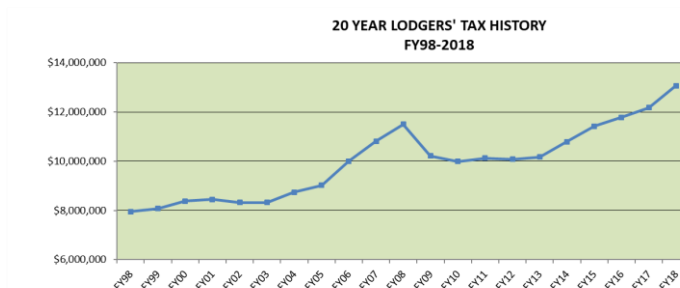
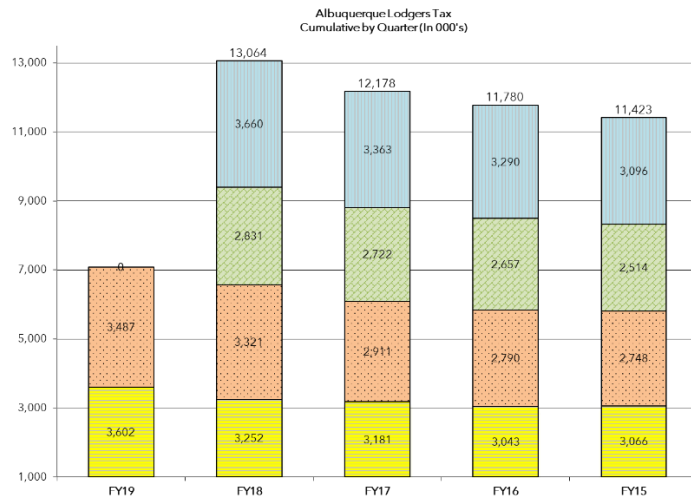
• FYTD: 69
• PYTD: 70

ACE Training



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%

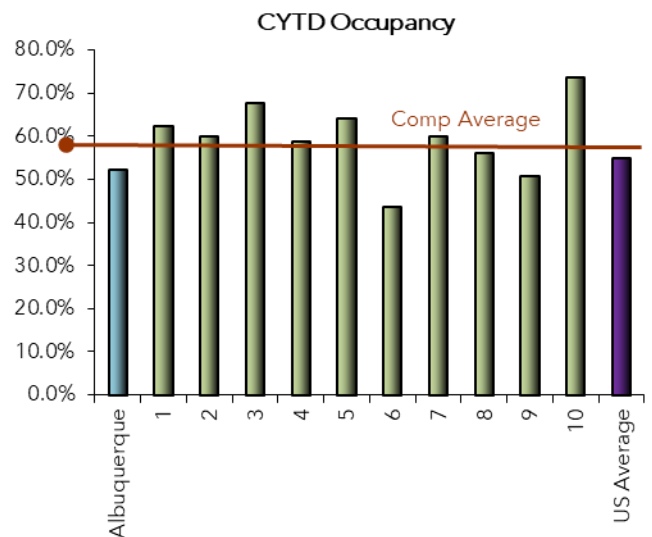
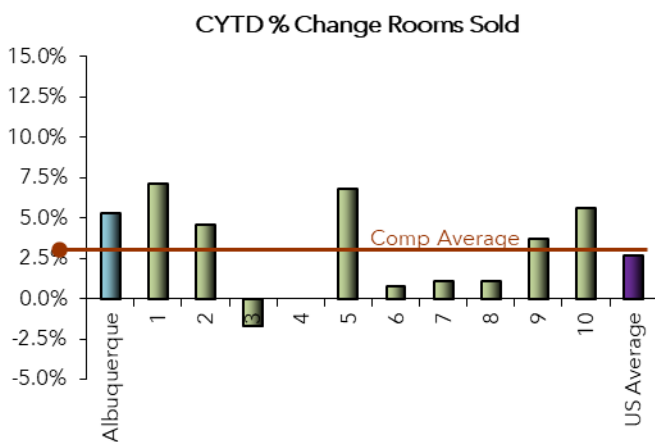


Source: City of Albuquerque - Treasury Division, City Economist

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%

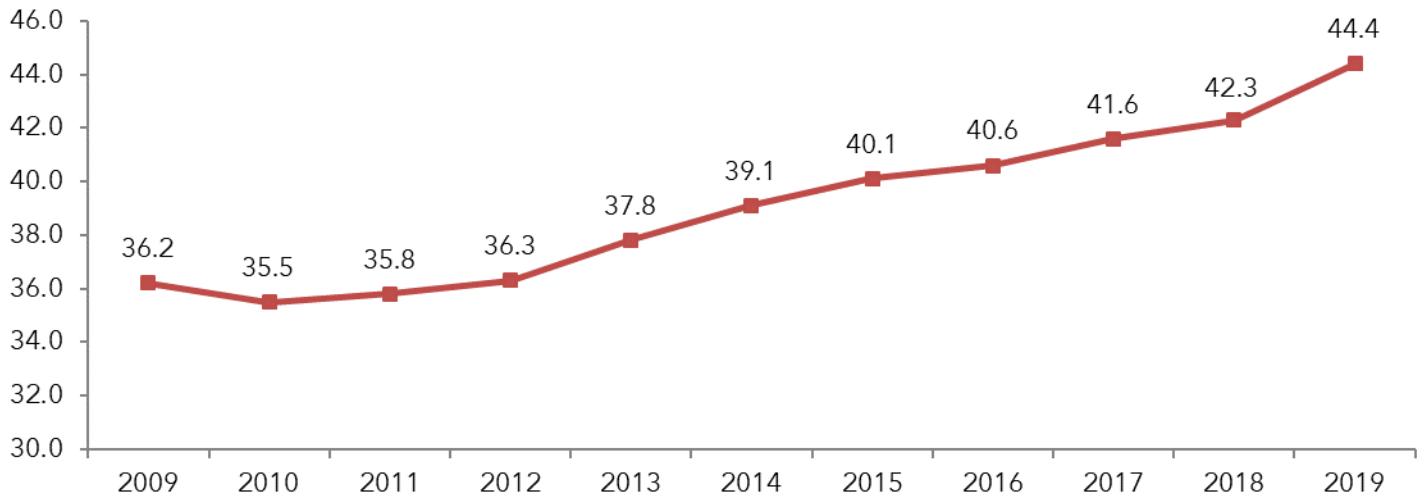
Corridor Reporting (represents only the top 5 Meeting Properties based on size)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown	57.5%	15.7%	\$115.82	9.2%	26.4%	15.7%	57.5%	15.7%	\$115.82	9.2%	26.4%	15.7%
Uptown	53.8%	10.5%	\$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%



Source: STR, Inc - Reproduction or distribution without written permission of STR, Inc is prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

Albuquerque Leisure and Hospitality Employment

Calendar Year to Date Average
January (In Thousands)

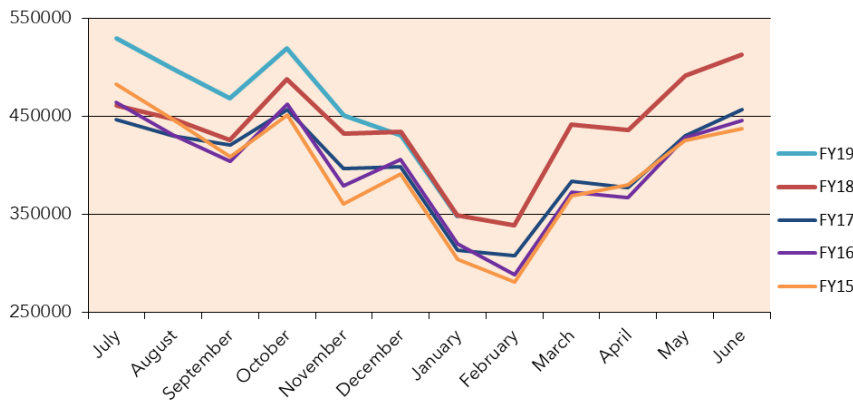


Source: Bureau of Labor Statistics

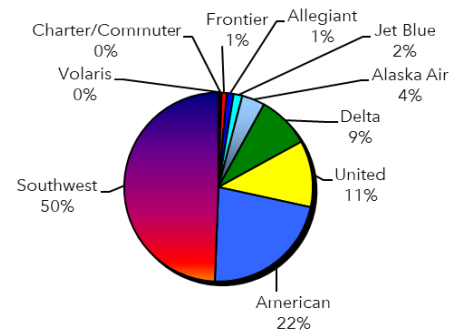
Albuquerque International Sunport Activity

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

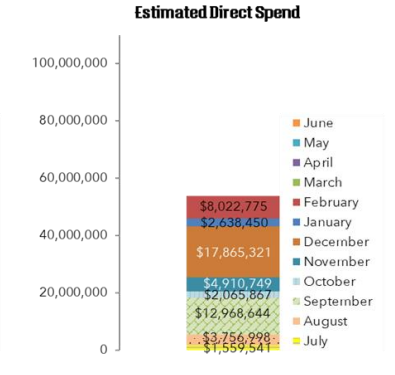
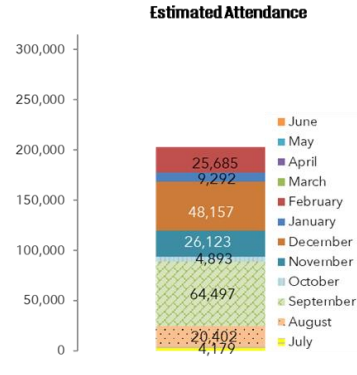
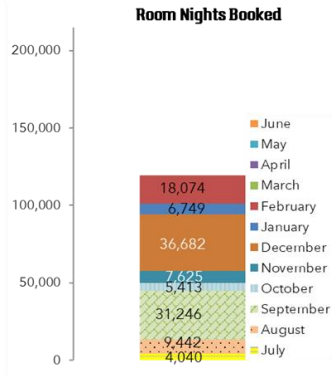
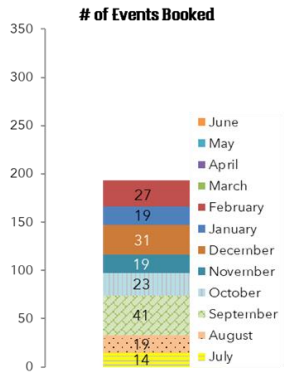


January 2019 Airline Market Share



Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS

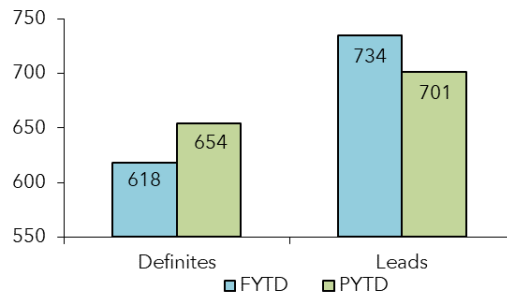


TOTAL BOOKINGS	February				FYTD			
	# of Events	Room Nights	Attendees	Direct Spend	# of Events	Room Nights	Attendees	Direct Spend
Number of Events	27	18,074	25,685	\$8,022,775	193	119,271	203,228	\$53,788,345
New Citywides	1	970	600	\$382,965	11	20,971	26,132	\$10,203,871
Total Citywides	5	6,978	15,314	\$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	February				FYTD			
	# 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	February				FYTD			
	# 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

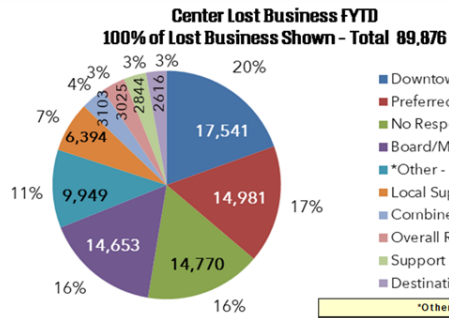


Current Tentatives					
We are projecting to turn the following room nights in:					
	Room Nights	Mar	Apr	May	% of Total
Center M/C	66,361	12,259	0	0	18.5%
Center Sports	14,398	1,179	0	0	8.2%
NC Mtgs/Conv	26,838	3,050	964	0	15.0%
NC Sports	14,478	5,257	1,494	0	46.6%
Total	122,075	21,745	2,458	0	19.8%

CONVENTION SALES, SERVICES & SPORTS



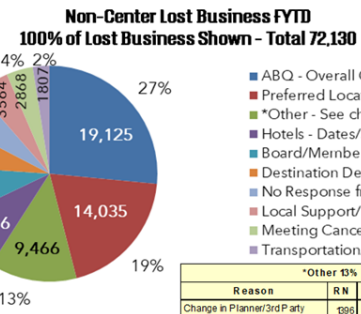
Meetings Lead Production						
	Feb '19	Feb '18	% Ch	FYTD	PYTD	% Ch
Number of Leads	31	49	-36.7%	354	381	-7.1%
Total Potential Room Nights	26,265	42,929	-38.8%	259,957	267,198	-2.7%
Total Attendance	15,475	24,614	-37.1%	289,588	256,128	13.1%



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**

Reason	RN	%	Reason	RN	%
ABQ selected for 2020 only	2,298	2.6%	Meeting/Event Cancelled	1,181	1.2%
Transportation/Accessibility	968	2.2%	ACC Space Challenged	1,074	1.2%
Overall City Package	1,160	1.3%	Did Not Make Shortlist	705	0.8%
ACC Space Availability	1,083	1.2%	Hotel - Dates/Space Unavailable	600	0.7%



***Other 13% Non Center Expanded**

Reason	RN	%	Reason	RN	%
Change in Planner/3rd Party	1,099	19%	Booked another mtg in ABQ	512	0.7%
Preferred Location	1,161	16%	Chose Tribal Resort/Casino	464	0.6%
Overall Rates/Cost too High	1,160	16%	Near Training/Hqdt 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	811	1.1%	ABQ sourced by mistake	308	0.4%
Requested Concessions	540	0.7%	Combined w/another meeting	114	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

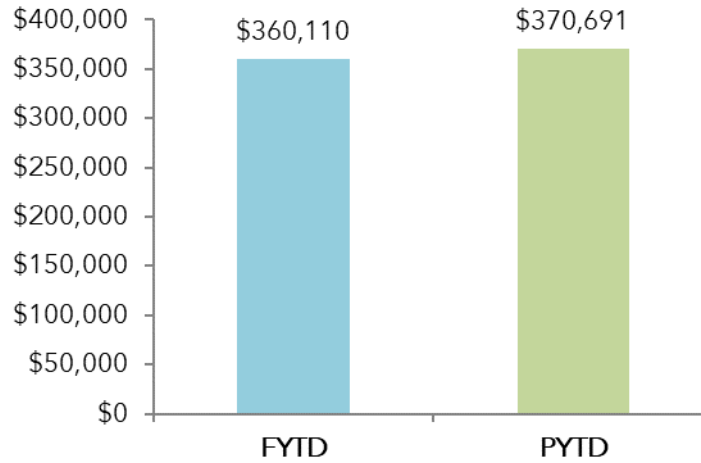
Top 5 Destinations Chosen over ABQ											
Convention Center			Non-Center Meetings/Conventions				Non-Center Sports				
February	FYTD		February		FYTD		February		FYTD		
Phoenix	1,510	Salt Lake City	12,055	San Diego	1,644	San Diego	3,726	Denver	809	Tampa	9,509
Frisco, TX	1,320	San Diego	5,967	Tucson	811	Chicago	2,575	Event Cxl	94	Phoenix	3,600
		Phoenix	5,626	Nashville	440	Reno	1,945	TBD	364	Denver	809
		Colorado Springs	4,790	Minneapolis	147	San Antonio	1,901			Pennsylvania	449
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%

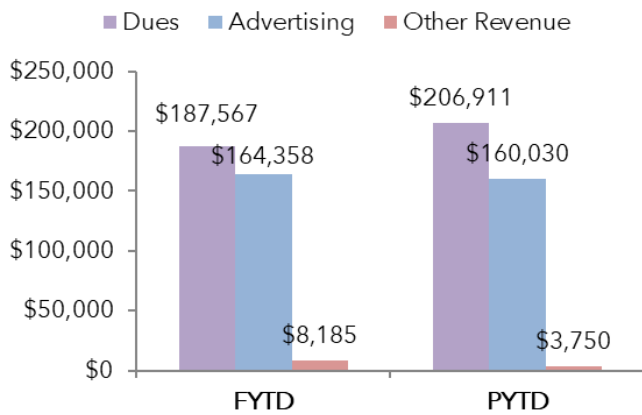
PARTNER DEVELOPMENT



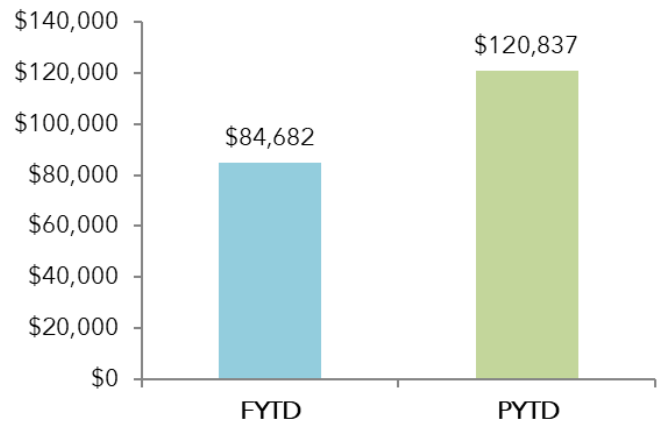
Total Private Revenue



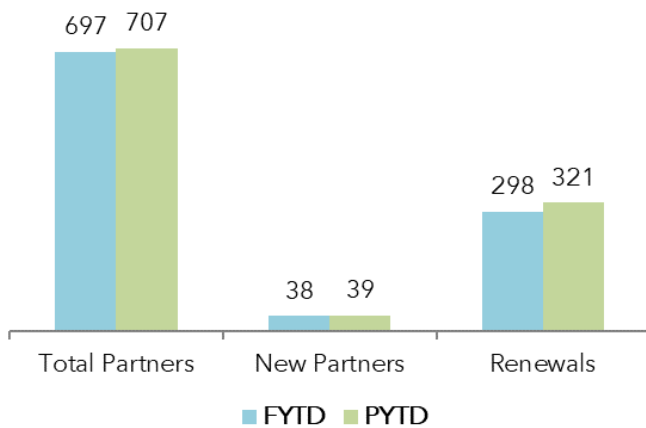
Private Revenue



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
 49%	49%	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%

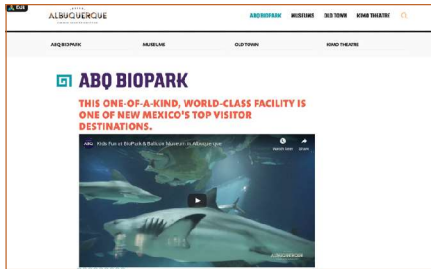
FYTD
1,476,390

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

TWITTER

INSTAGRAM

FOLLOWERS

128,298

ENGAGEMENT

5,560

FOLLOWERS

58,086

ENGAGEMENT

1,200

FOLLOWERS

22,593

ENGAGEMENT

7,932



TOTAL LIKES

128,298

128,302

128,410

10,903

10,725

10,394

NEW LIKES

0

0

19

178

331

220

ENGAGEMENT

5,560

6,018

7,228

728

1,193

1,217

ORGANIC

110,509

126,597

141,924

10,383

20,772

10,743

TOTAL POSTS

17

20

25

17

19

13



FOLLOWERS

58,086

57,969

57,894

3,795

3,762

3,716

NEW FOLLOWERS

117

75

59

33

46

39

ENGAGEMENT

1,200

1,149

2,102

103

89

112



FOLLOWERS

22,593

21,589

20,820

1,729

1,715

1,694

NEW FOLLOWERS

1,004

769

396

14

21

11

ENGAGEMENT

7,932

9,822

11,320

209

197

245



SUBSCRIBERS

TOTAL

652

ABQCVB

242

VisitABQ

389

ABQ 365

21

OF VIDEOS

218

61

134

23

TOTAL VIEWS

571,558

192,446

300,806

78,306

NEW VIDEOS

1

0

1

0

IEWS/mo.

11,545

256

9,187

2,102

E-MARKETING

@VisitABQ

ABQ 365 BLOG POSTS

2/9: "Experience the Albuquerque Cuisine Scene"

SENT

136,541

OPEN

0.09

CLICK

0.13

THEME

Events

DATE

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

MEDIA EFFORTS

LOCAL MEDIA

REGIONAL MEDIA

NATIONAL/INT'L MEDIA

M&C TRADE MEDIA

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](#))

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

Best Hot Springs in the West ([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*

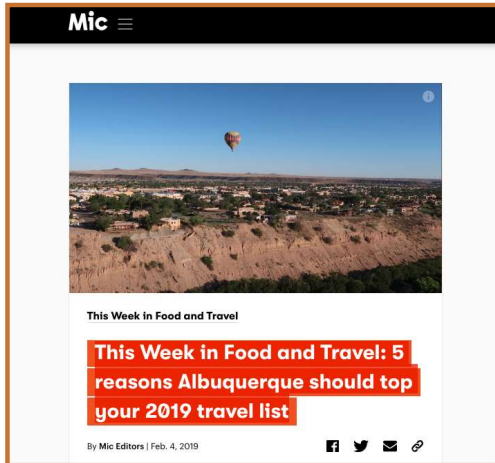
Men's Journal Online – Best Trips for Wine Lovers

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

2/5	Sent "Media Alert: February 2019 Meetings/Conventions & Events" to local media
2/6	Events Happening this Week in the Duke City (Weekly Events Segment) - KRQE (broadcast and online)
2/11	Shop local this Valentine's Day - KRQE (broadcast and online)
2/13	Valentine's themed events happening in Albuquerque (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	Events happening in Albuquerque this week (Weekly Events Segment) - 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	Things to do in the Duke City this Week (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 - Mic.com
2/5	Visit New Mexico, the land of enchantment - <i>Asbury Park Press Online</i>
2/8	Top 5 Valentine's Day Getaways in America Revealed - <i>World Property Journal</i>
2/12	These Are the 15 Healthiest Cities in America - <i>Reader's Digest Online</i> (updated from of a Nov 2017 article)
2/22	9 of the Best Long Weekend Getaways in the U.S. - Oyster.com
2/22	The 10 Best 2019 Budget Travel Destinations - <i>Travel Channel</i>
2/26	Breaking Bad And Better Call Saul Fans Head To This Iconic Spot When Visiting ABQ - <i>Forbes</i>
Feb.	New Mexico: Taking Wow to a New Level - <i>Smart Meetings</i> (print and online)

PR/COMMUNICATIONS

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

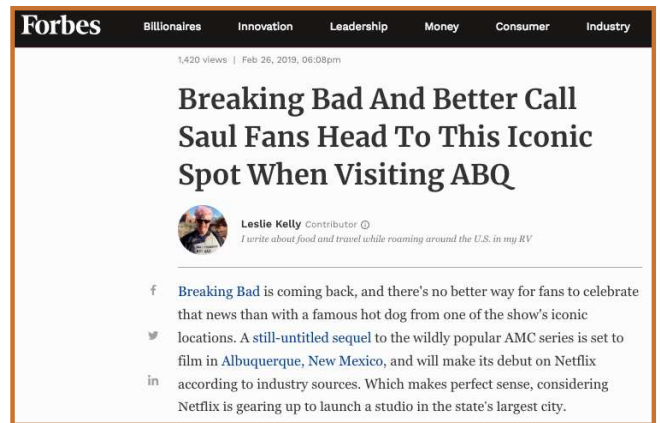


MIC.COM

February 4

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

BP Score – 90

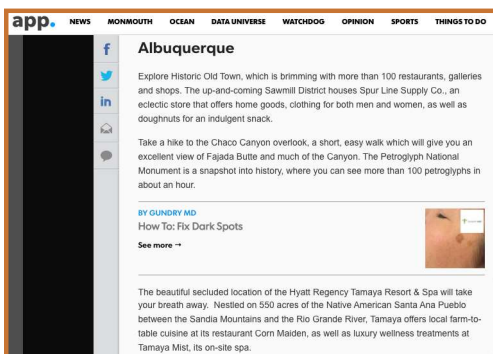


FORBES

February 26

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

BP Score – 89

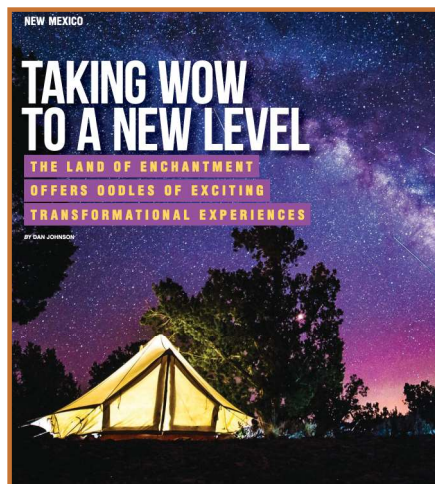


ASBURY PARK PRESS ONLINE

February 5

Visit New Mexico, the Land of Enchantment

BP Score – 82

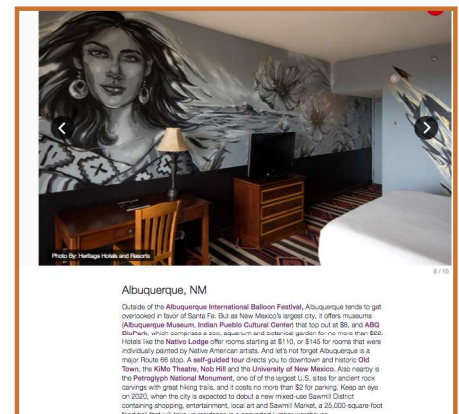


SMART MEETINGS

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: NMPRSA 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: NMPRSA 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