

# September 2020 Destination Dashboard

**\*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.**

## LODGERS' TAX COLLECTIONS

VS. JULY 2019

**-54.9%**

VS. PYTD

**-54.9%**

## AVERAGE HOTEL OCCUPANCY

VS. AUGUST 2019

**-32.1%**

VS. PYTD

**-35.1%**

## AVERAGE DAILY RATE

VS. AUGUST 2019

**-20.4%**

VS. PYTD

**-16.5%**

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

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See expanded STR data on pg. 2 of the President's Report

## AUGUST 2020 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.

**ALBUQUERQUE AVERAGE**

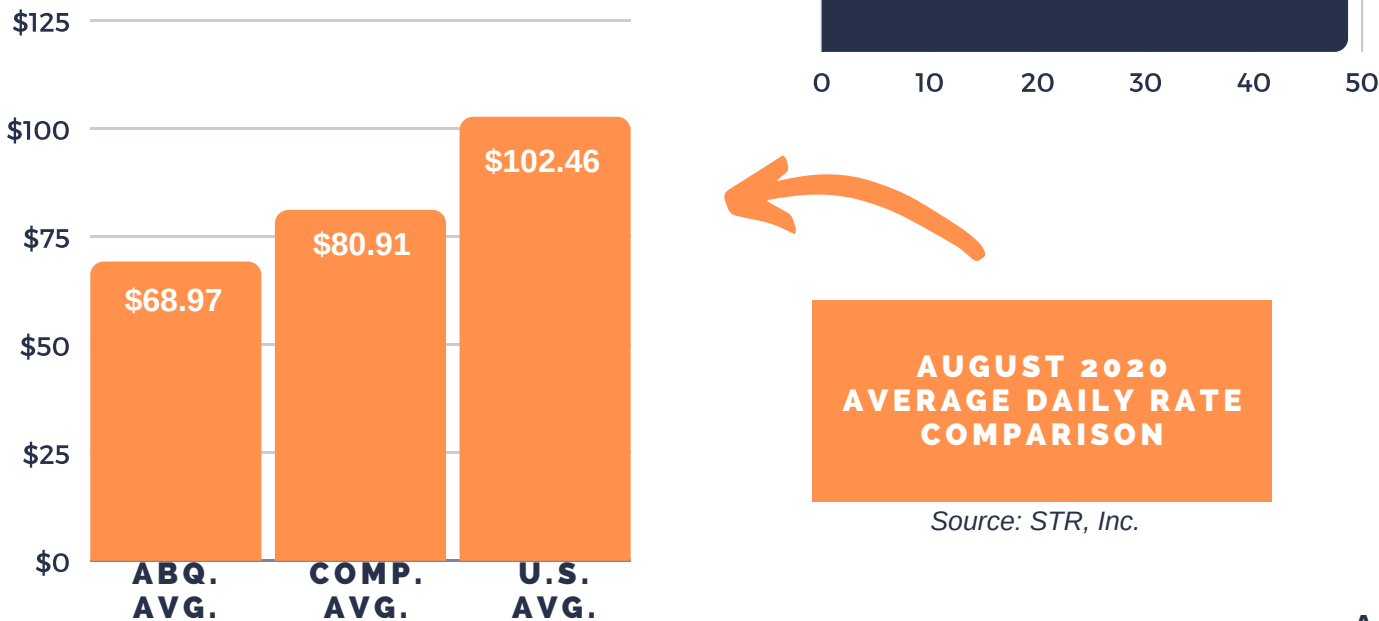
48.2%

**COMP. AVERAGE**

46.2%

**U.S. AVERAGE**

48.6%



## AUGUST 2020 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

# September 2020 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL AUGUST ENPLANED PASSENGERS**

**57,074**

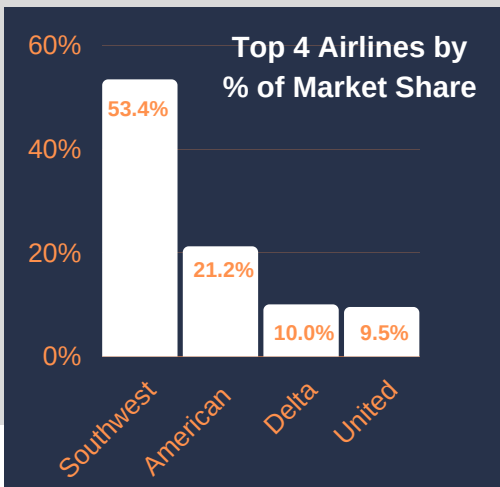
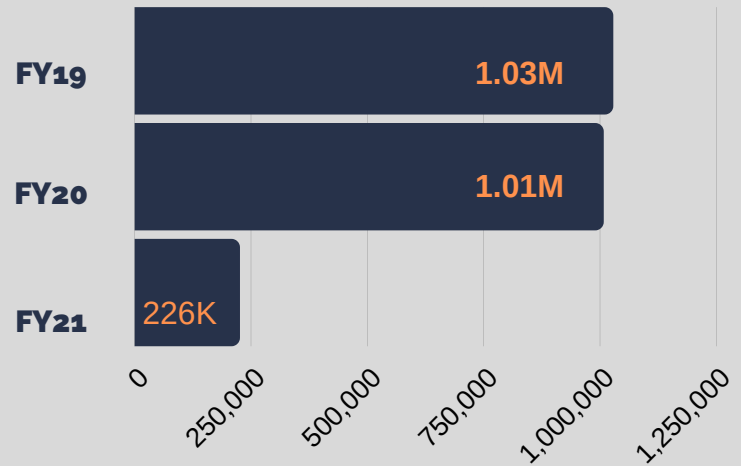


**TOTAL AUGUST DEPLANED PASSENGERS**

**57,085**

**VS. AUGUST 2019  
 TOTAL PASSENGERS**  
**-76.8%**

**FYTD TOTAL PASSENGERS**



**TOTAL AUGUST LEISURE & HOSPITALITY EMPLOYMENT**

**\* 34,500**

Source: Bureau of Labor Statistics  
 \*Preliminary BLS figure

**VS. AUGUST 2019**  
**-24.7%**

**CYTD VS. PYTD**  
**-17.9%**

# September 2020 Destination Dashboard

**SEPT BUSINESS OCCURRING**



	Sept '20	% Change vs. Sept '19	% Change vs. PYTD
# of Meetings/Events	<b>2</b>	<b>-92.9%</b>	<b>-89.0%</b>
Room Nights	<b>96</b>	<b>-98.9%</b>	<b>-98.6%</b>
Attendance	<b>274</b>	<b>-98.2%</b>	<b>-96.9%</b>
Direct Spend	<b>\$42,793</b>	<b>-99.0%</b>	<b>-98.7%</b>



**FUTURE CITYWIDE\* EVENTS BOOKED FYTD**

NEW	TOTAL
1	1
<b>ATTENDEES</b> 1,650	<b>ATTENDEES</b> 1,650
<b>ROOM NIGHTS</b> 2,215	<b>ROOM NIGHTS</b> 2,215
<b>DIRECT SPEND</b> \$1.7M	<b>DIRECT SPEND</b> \$1.7M



**FUTURE NON-CITYWIDE EVENTS BOOKED FYTD**

<b>TOTAL</b>	27
<b>ATTENDEES</b>	4,369
<b>ROOM NIGHTS</b>	3,824
<b>DIRECT SPEND</b>	\$1.5M

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

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

<b># OF EVENTS</b>	9	<b>ATTENDEES</b>	2,044
<b>ROOM NIGHTS</b>	493	<b>DIRECT SPEND</b>	\$214K



# September 2020 Destination Dashboard

## FUTURE EVENTS BOOKED

FYTD: 28  
PYTD: 91 ▼ -69.2%

## FUTURE ROOM NIGHTS BOOKED

FYTD: 6,039  
PYTD: 80,542 ▼ -92.5%

## FUTURE ATTENDANCE BOOKED

FYTD: 6,019  
PYTD: 123,676 ▼ -95.1%

## FUTURE DIRECT SPEND BOOKED

FYTD: \$3.2M  
PYTD: \$33.5M ▼ -90.5%

## ADVERTISING IMPRESSIONS

FYTD: 16.9M  
PYTD: 42.6M ▼ -60.3%

## WEBSITE USER SESSIONS

FYTD: 348,400  
PYTD: 687,478 ▼ -49.3%

## VISITOR GUIDE FULFILLMENT

FYTD: 2,518  
PYTD: 10,890 ▼ -76.9%

## VISITOR CENTER TRAFFIC

FYTD: 176  
PYTD: 44,765 ▼ -99.6%

## ACE TRAINEES

FYTD: 0  
PYTD: 44 ▼ -100%

## GROUP TOURS

FY21-Q1: 0  
FY20-Q1: 46 ▼ -100%

## GROUP TOUR ROOM NIGHTS

FY21-Q1: 0  
FY20-Q1: 1,869 ▼ -100%

## SOCIAL MEDIA FOLLOWERS

FYTD: 224,442  
PYTD: 216,716 ▲ +3.6%

## SOCIAL MEDIA ENGAGEMENT

FYTD: 52,100  
PYTD: 109,811 ▼ -52.6%

## FYTD EARNED MEDIA COVERAGE\*

### Travel Articles Generated

13

Circulation/Reach  
68,592,155

Publicity Value  
\$134,225

\*Does not include local coverage or syndications/additional pickups

## SALES FAMILIARIZATION & SITE TOURS

FYTD: 0  
PYTD: 15 ▼ -100%

## FY21 MEDIA SITE VISITS

0

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

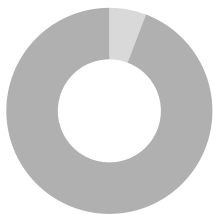
# September 2020 President's Report

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

	TOTAL JULY 2020 REVENUE	VS. JULY 2019	VS. PYTD
	\$592,323.18	▼ -54.9%	▼ -54.9%
<b>*SHORT-TERM RENTALS ONLY</b>	\$34,142.40	▼ -28.7%	▼ -28.7%
<b>MINUS SHORT-TERM RENTALS</b>	\$558,180.78	▼ -55.9%	▼ -55.9%



Short-Term Rentals  
5.8%

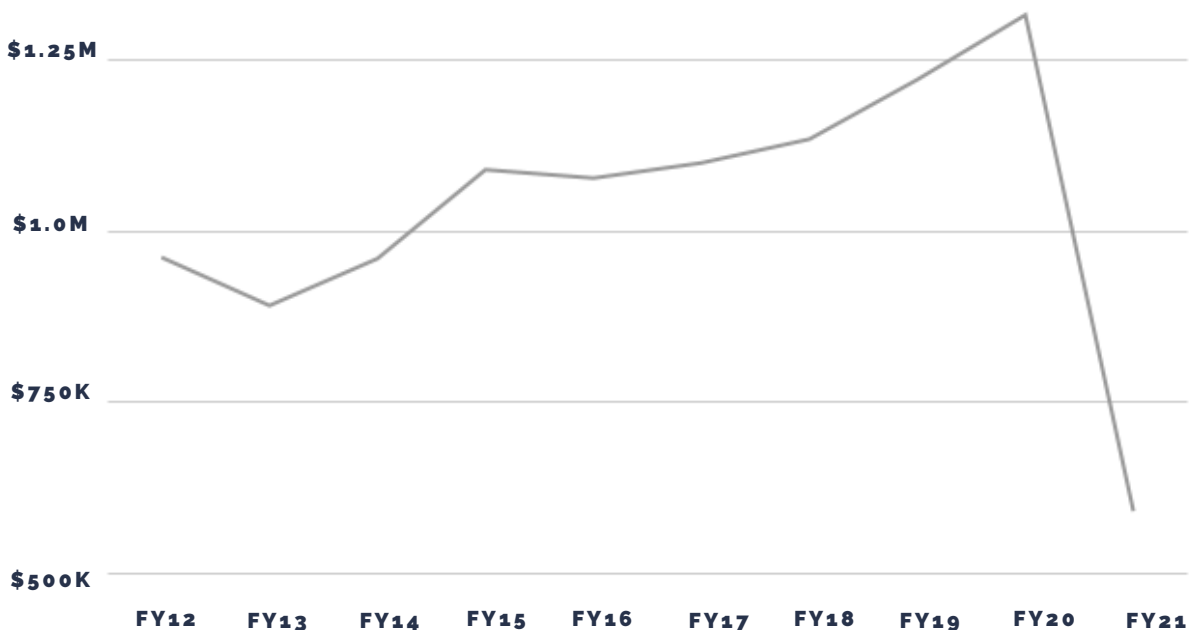


Non  
94.2%

Short-term Rentals as a % of FYTD Revenue

\*PYTD only included Airbnb; FYTD includes Airbnb, HomeAway/VRBO, and other Short Term Rental collections.

### 10 YEAR LODGERS' TAX FYTD HISTORY



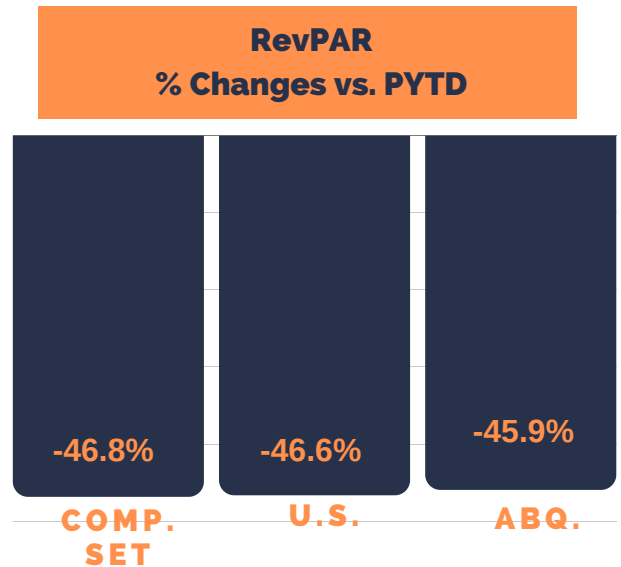
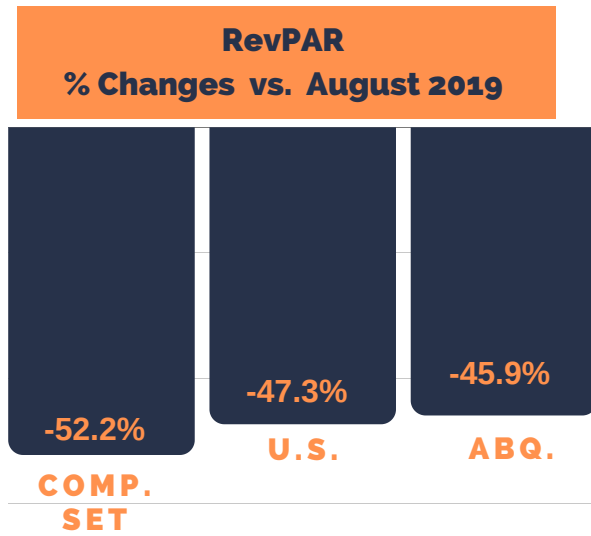
Source: City of Albuquerque



# 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	<b>44.9%</b>	<b>-35.1%</b>	<b>\$72.72</b>	<b>-16.5%</b>	<b>-45.9%</b>	<b>-36.5%</b>
*Comp. Set Average	<b>45.6%</b>	<b>-34.7%</b>	<b>\$115.77</b>	<b>-17.9%</b>	<b>-46.8%</b>	not available
U.S. Average	<b>44.4%</b>	<b>-34.3%</b>	<b>\$107.17</b>	<b>-18.8%</b>	<b>-46.6%</b>	<b>-37.1%</b>

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



## Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	<b>36.0%</b>	<b>-52.0%</b>	<b>\$115.28</b>	<b>-6.2%</b>	<b>-55.0%</b>
Uptown	<b>32.2%</b>	<b>-56.2%</b>	<b>\$101.32</b>	<b>-5.1%</b>	<b>-58.5%</b>
Airport	<b>36.5%</b>	<b>-54.2%</b>	<b>\$89.19</b>	<b>-11.0%</b>	<b>-59.3%</b>
Northern Corridor	<b>36.4%</b>	<b>-48.1%</b>	<b>\$93.92</b>	<b>-11.6%</b>	<b>-54.1%</b>

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting. 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

6

DIRECT SPEND TO BE GENERATED  
BY THESE BOOKINGS

\$2.1M

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

3,081

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

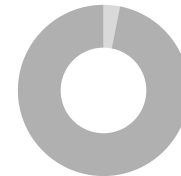


49

FYTD VS. PYTD

-70.5%

Sporting Events  
3.1%



Mtgs. & Conventions  
96.9%

Month's Room Nights  
Booked by Event Type

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



### SEPTEMBER:

- 1: CAFFEINATE & CONNECT - VIRTUAL EVENT
- 11: PROFESSIONAL FRATERNITY ASSOCIATION - VIRTUAL EVENT
- 17: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS "STATE OF BLACK TOURISM SUMMIT" - VIRTUAL EVENT
- 29: VISIT ALBUQUERQUE VIRTUAL ANNUAL MEETING

### OCTOBER:

- 1: SMITH BUCKLIN HOSPITALITY PARTNERS - VIRTUAL EVENT
- 12: PLANET IMEX - VIRTUAL EVENT
- 19-20: CONNECT MARKETPLACE (SPECIALTY & ASSOCIATION) - ORLANDO, FL
- 19-22: TEAMS - VIRTUAL CONFERENCE & EXPO

### NOVEMBER:

- 3-6: MPI WORLD EDUCATION CONFERENCE - GRAPEVINE, TX
- 17-19: NTA VIRTUAL TRAVEL EXCHANGE
- 18-21: NATIONAL COALITION OF BLACK MEETING PLANNERS - VIRTUAL EVENT

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ALBUQUERQUE

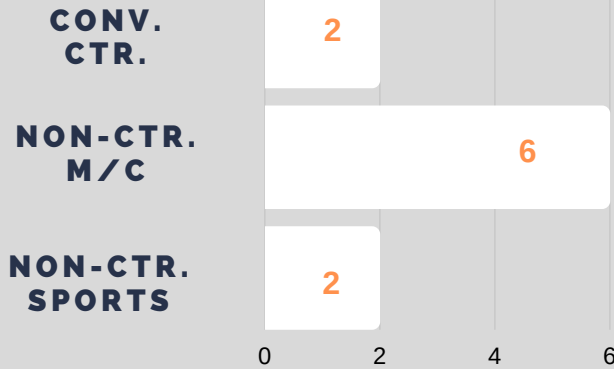
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# CONVENTION SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

### MONTH'S TOTAL LOSSES

10

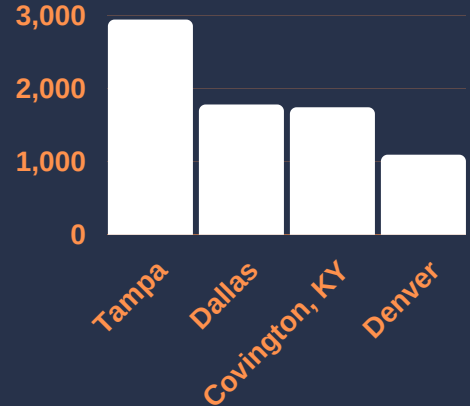


### Most Room Nights Lost To (FYTD Non-Ctr. Sports)

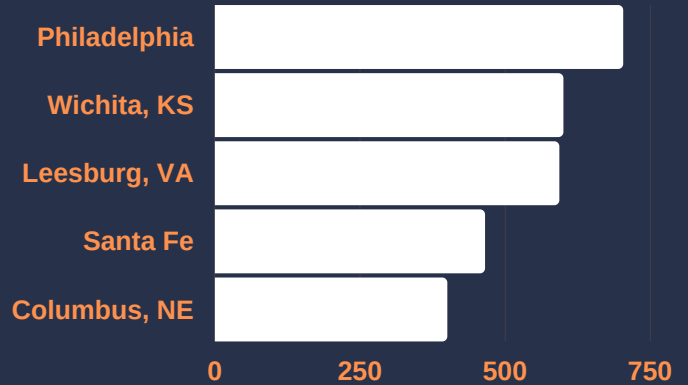


Event CXL  
100%

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



### Most Room Nights Lost To (FYTD Non-Ctr. Mtgs/Conv.)



### Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

COVID-19	40%
Insufficient Local Infrastructure	27%
Rates	25%

MONTH'S ROOM NIGHTS LOST  
5,459

MONTH'S ATTENDEES LOST  
3,176

MONTH'S DIRECT SPEND LOST  
\$2.2M



# PARTNER DEVELOPMENT

NEW PARTNERS  
THIS MONTH

1



FYTD MEMBERSHIP

686

VS. PYTD

-3.9%

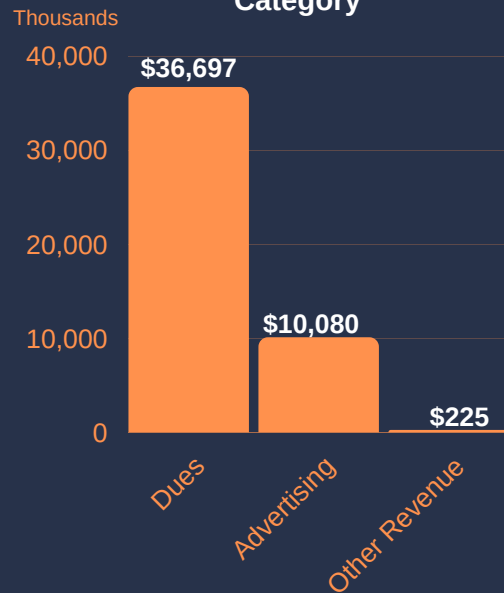
FYTD REVENUE

\$47,002

VS. PYTD

-58%

FYTD Revenue by  
Category



PARTNER EVENTS  
THIS MONTH

0

Partner Orientation &  
ACE Training Cancelled  
due to COVID-19

VISIT ALBUQUERQUE  
PARTNER BUSINESSES  
CLOSED PERMANENTLY  
DUE TO COVID-19

8

# MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES  
GENERATED THIS MONTH

4

# OF TRAVEL ARTICLE  
IMPRESSIONS THIS MONTH

3.2M

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

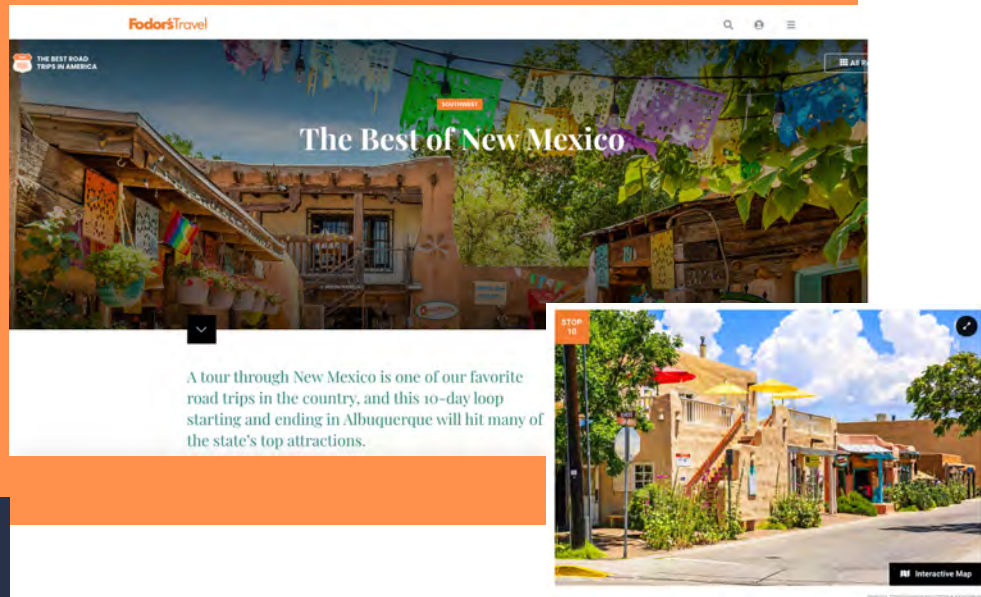
75%



Fodor's Travel article  
BP Score: 88

CORRESPONDING  
PUBLICITY VALUE

\$14,475



## FEATURED MEDIA EFFORTS

**9/15: [ABQ Museum, Visitors Center Reopen](#) - KOAT**

**9/21: [Your Guide to a Route 66 Road Trip](#) - Reader's Digest**

**9/22: [Indian Pueblo Cultural Center, a Partner of Visit Albuquerque, Introduces Hot Air Balloon Featuring Unique, Pueblo-Inspired Design](#) - PRWeb (syndicated)**

**9/25 & 26: [Get a room: Re-imagined motor lodges that partner well with U.S. road trips](#) - Austin 360 (online) and Austin-American Statesman (print)**

**9/28: [The Best of New Mexico](#) - Fodor's Travel**

**9/29: [Visit Albuquerque looks to the future](#) - Albuquerque Journal (print and online)**

**9/29: [Visit ABQ Annual Meeting](#) - KOB**

**9/30: [Tourism Industry Hit Hard](#) - KOAT**

**[West by Southwest](#) - Sports Destination Management (print and online)**

Local Media

National Media

. VISIT .  
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# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

"PLAN AN AFFORDABLE ALBUQUERQUE VACATION WITH HOTEL DEALS!"

SENT  
43,299

OPEN RATE  
12.8%

CLICK-TO-OPEN RATE  
8.8%

"REDISCOVER YOUR LOVE OF ALBUQUERQUE WITH A STAYCATION!"

9,505

17.4%

14.4%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM

 130,169

 58,406

 35,867

## TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

# 22,607



← HIGH ENGAGEMENT POSTS OF THE MONTH →

# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

Visit Albuquerque staff continues to attend numerous COVID-19 and recovery webinars via industry sources, i.e. NM Tourism Dept, USTA, Destinations Intl, TTRA, DMA West, STR Inc & Destination Analysts

**9/25: Greater ABQ Hotel & Lodging Assn Golf Tournament**

**9/24: Attended the Lodgers' Tax Advisory Board Meeting via video conference**

**9/17: Tania Armenta attended the Albuquerque Economic Development Meeting**

**9/11: Misty Jester & Tabitha Stallworth met with 51 meeting planners during the Professional Fraternity Assn Virtual Annual Meeting**

**9/1: Tania Armenta, Speaker at Greater Albuquerque Chamber of Commerce Leadership Albuquerque group**

**9/2, 9, 16, 23 & 30: Tania Armenta attended NM Tourism Dept DMO Task Force Meetings via video conference**

**9/8, 14, 21 & 28: Tania Armenta attended the NM Hospitality Association Government Affairs meetings via video conference**

**9/10: Liz Burnam managed the Grand Re-Opening of Visit Albuquerque's Old Town Visitors Center with COVID Safe Practices**

**9/10: Tania Armenta attended the NM Tourism Commission meeting via video conference**



WATCH: Full interview with Tracy Cox, ABQ 365 local events expert



## Events Hosted by Visit Albuquerque

- 9/4: DOS meeting via video conference**
- 9/17: Visit Albuquerque Executive Committee meeting via video conference**
- 9/18: DOS meeting via video conference**
- 9/29: Visit Albuquerque Virtual Annual Meeting**
- 9/30: Visit Albuquerque Board Meeting via video conference**

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# ALBUQUERQUE

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# COVID-19 / CORONAVIRUS TIMELINE

**10/1:** State park overnight camping opens for NM residents in groups of 10 or less

**9/17:** Agritourism experiences permitted

**9/3:** Mandatory quarantine amended to exempt travelers to NM from low-risk states based on <5% positivity rate and new case rate equal to or less than 80 per 1M residents

**8/29:** Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%

**7/13:** Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

**7/1:** Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle

**6/11:** Breweries open at 50% outdoors on June 12 and indoor on June 15

**6/1:** Places of lodging may increase operations to no more than 50% of maximum occupancy; Indoor dining opens at 50% capacity; Recreational facilities remain closed

**5/27:** Outdoor Dining allowed at 50% outdoor fire code capacity

**3/11:** Governor Michelle Lujan Grisham proclaimed a public health emergency in New Mexico due to the spread of COVID-19

**3/16:** A Public Health Order prohibited gatherings of 100 or more

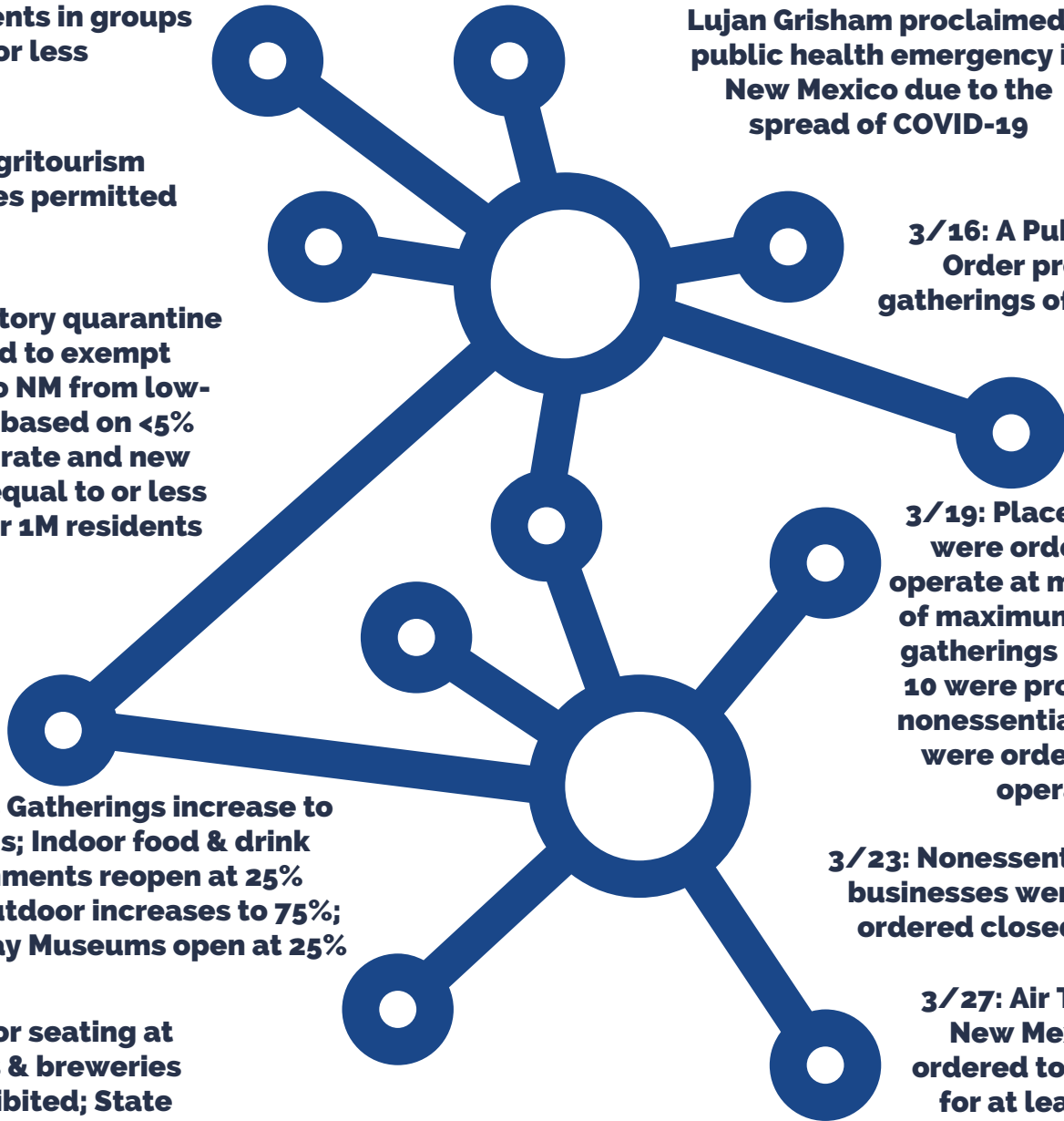
**3/19:** Places of lodging were ordered to not operate at more than 50% of maximum occupancy, gatherings of more than 10 were prohibited, and nonessential businesses were ordered to limit operations

**3/23:** Nonessential businesses were ordered closed

**3/27:** Air Travelers to New Mexico were ordered to self-isolate for at least 14 days

**4/7:** Gatherings of more than five people were prohibited and places of lodging were ordered to not operate at more than 25% of maximum occupancy

**5/16:** Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis



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