

September 2019 Destination Dashboard

LODGERS' TAX COLLECTIONS

VS. JULY 2018

+7.7%

VS. FYTD 2019

+7.7%

Source: City of Albuquerque
See full collections analysis on pg. 1 of the President's Report

AVERAGE HOTEL OCCUPANCY

VS. AUGUST 2018

+4.2%

VS. PYTD

+5.5%

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

AVERAGE DAILY RATE

VS. AUGUST 2018

+5.8%

VS. PYTD

+5.6%

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

AUGUST 2019 OCCUPANCY RATE COMPARISON

Source: STR, Inc.

ALBUQUERQUE AVERAGE

71.3%

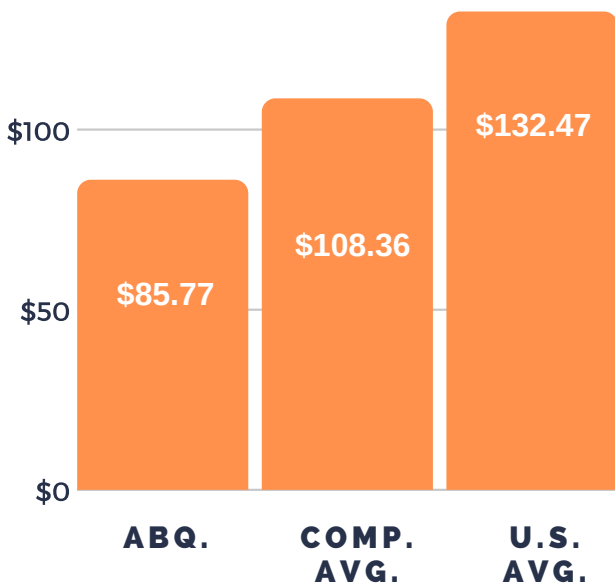
COMP. AVERAGE

70.2%

U.S. AVERAGE

71.4%

\$150 ————— 0 25 50 75



AUGUST 2019 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

September 2019 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL AUGUST ENPLANED PASSENGERS

244,721

**AUGUST 2019 VS. 2018
 TOTAL PASSENGERS**

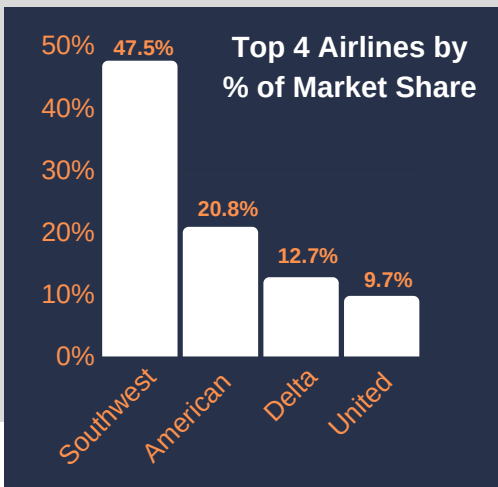
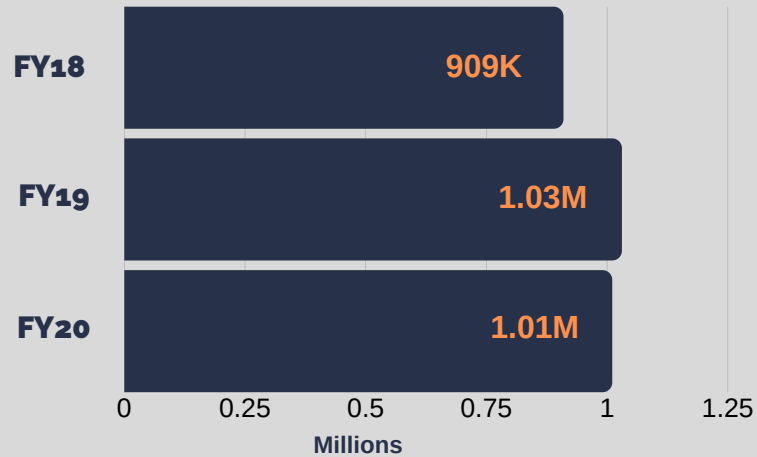
-1.3%



TOTAL AUGUST DEPLANED PASSENGERS

246,889

FYTD TOTAL PASSENGERS



TOTAL AUGUST LEISURE & HOSPITALITY EMPLOYMENT

46,900

Source: Bureau of Labor Statistics

**AUGUST 2019 VS.
 AUGUST 2018**

+3.99%

CYTD VS. PYTD


+4.69%

September 2019 Destination Dashboard

**SEPTEMBER
 BUSINESS
 OCCURRING**




	Sept. '19	% Change vs. Sept. '18	% Change vs. PYTD
# of Meetings/Events	28	-20%	+1.2%
Room Nights	8,570	-24.3%	-15.7%
Attendance	14,831	+13.1%	+53.7%
Direct Spend	\$4.3M	-4.3%	+8.8%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
0	18
ATTENDEES	ATTENDEES
0	95,209
ROOM NIGHTS	ROOM NIGHTS
0	57,352
DIRECT SPEND	DIRECT SPEND
\$0	\$24.2M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	73
ATTENDEES	28,467
ROOM NIGHTS	23,190
DIRECT SPEND	\$9.3M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	47	ATTENDEES	114,501
ROOM NIGHTS	64,897	DIRECT SPEND	\$27.2M

September 2019 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD: 91 ▲ +23%
PYTD: 74

FUTURE ROOM NIGHTS BOOKED

FYTD: 80,542 ▲ +80.1%
PYTD: 44,728

FUTURE ATTENDANCE BOOKED

FYTD: 123,676 ▲ +38.8%
PYTD: 89,078

FUTURE DIRECT SPEND BOOKED

FYTD: \$33.5 ▲ +83.1%
PYTD: \$18.3

ADVERTISING IMPRESSIONS

FYTD: 43.29M ▲ +176%
PYTD: 15.67M

WEBSITE USER SESSIONS

FYTD: 687,478 ▲ +8.16%
PYTD: 635,605

VISITOR GUIDE FULFILLMENT

FYTD: 10,890 ▼ -39.5%
PYTD: 17,996

VISITOR CENTER TRAFFIC

FYTD: 44,765 ▲ +156%
PYTD: 17,467

ACE TRAINEES

FYTD: 44 ▲ +46.7%
PYTD: 30

GROUP TOURS

FYTD: 56 ▼ -37.1%
PYTD: 89

GROUP TOUR ROOM NIGHTS

FYTD: 1,869 ▼ -19.2%
PYTD: 2,312

SOCIAL MEDIA FOLLOWERS

FYTD: 646,510 ▲ +6.2%
PYTD: 608,912

SOCIAL MEDIA ENGAGEMENT

FYTD: 109,811 ▲ +34.2%
PYTD: 81,859

FYTD EARNED MEDIA COVERAGE

Travel Articles Generated

20

Impressions
465,764.231

Publicity Value
\$859,035

SALES FAMILIARIZATION & SITE TOURS

FYTD: 15 ▲ +15.4%
PYTD: 13

FYTD MEDIA SITE VISITS

7

NATIONAL GEOGRAPHIC



Pilots prepare their balloons to ascend shortly after dawn at the Albuquerque International Balloon Fiesta.
PHOTOGRAPH BY STARCEVIC, GETTY IMAGES

TRAVEL

5 can't-miss experiences in October

These are the places where you want to be this month.

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

September 2019 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

TOTAL JULY 2019 REVENUE

\$1,314,386.54

VS. JULY 2018

▲ +7.7%

VS. FYTD 2019

▲ +7.7%



AIRBNB ONLY

\$47,878.78

▲ +28.48%

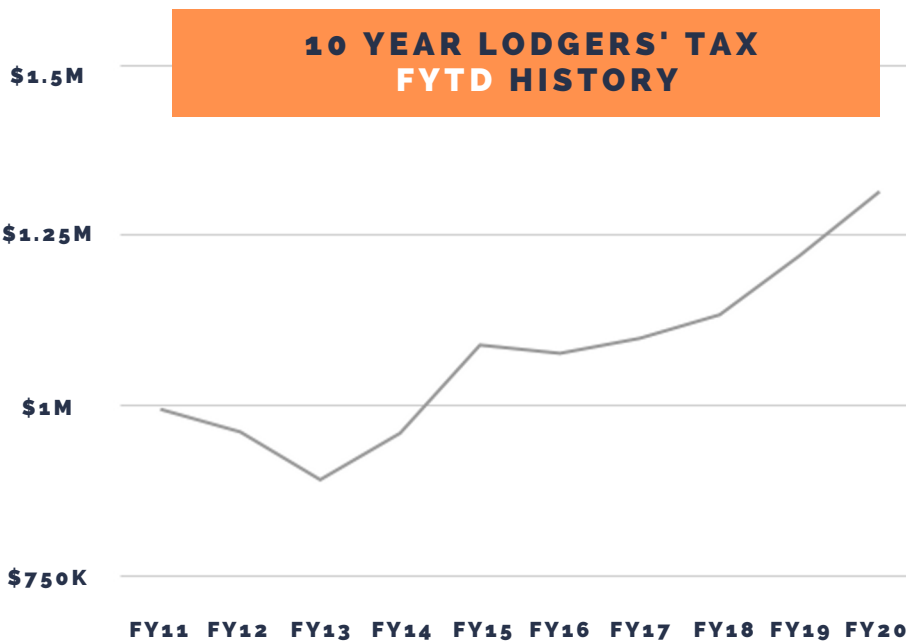
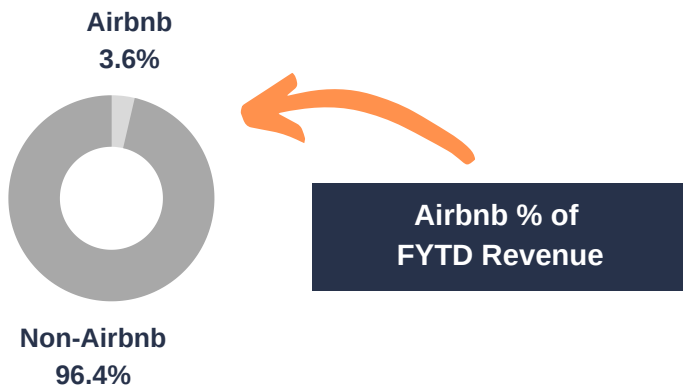
▲ +28.48%

MINUS AIRBNB

\$1,266,507.76

▲ +7.05%

▲ +7.05%

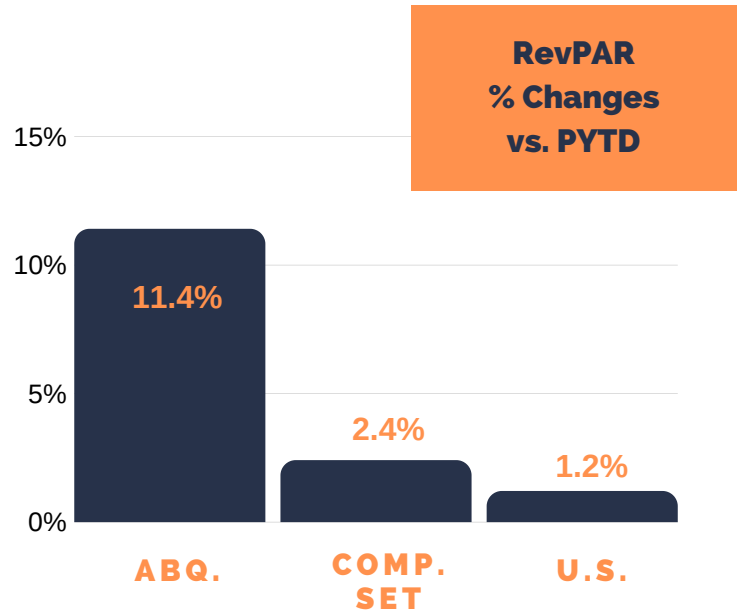
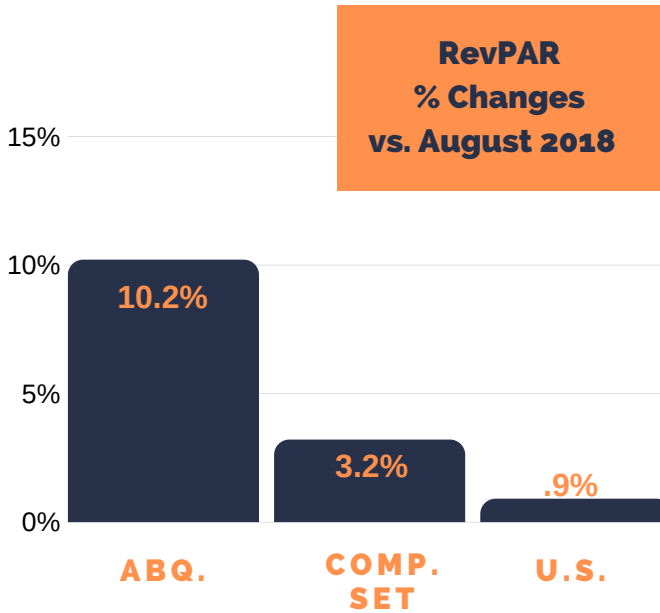


Source: City of Albuquerque



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	69.5%	+5.5%	\$86.49	+5.6%	+11.4%	+4.2%
Comp. Set Average	69.9%	+0.8%	\$115.77	+1.6%	+2.4%	not available
U.S. Average	67.6%	+0.1%	\$131.95	+1.1%	+1.2%	+2.1%



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	75%	+5.5%	\$123.32	+4.1%	+9.8%
Uptown	73.5%	+5.2%	\$106.83	+5.8%	+11.3%
Airport	79.8%	+1.4%	\$100.33	+9.7%	+11.3%
Northern Corridor	70.1%	+6.1%	\$106.23	+6.6%	+13.1%

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CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

43

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$27.2M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

64,662

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

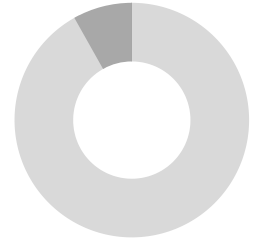


166

FYTD VS. PYTD

-4.6%

Mtgs. & Conventions
8.1%



Sporting Events
91.9%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



SEPTEMBER

4-6: DESTINATION CELEBRATION, INDIANAPOLIS, IN

5-8: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL
CONVENTION, ALEXANDRIA, VA

9-12: S.P.O.R.T.S. THE RELATIONSHIP CONFERENCE, PANAMA CITY
BEACH, FL

10-12: IMEX AMERICA, LAS VEGAS, NV

23-27: D.C. SALES MISSION, WASHINGTON D.C.

OCTOBER

13-15: CONNECT MED/TECH, DALLAS, TX

NOVEMBER

11-14: TEAMS CONFERENCE & EXPO, ANAHEIM, CA

13-16: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS
ANNUAL MEETING, NEW ORLEANS, LA

DECEMBER

8-12: NATIONAL TOUR ASSOCIATION ANNUAL CONVENTION, FORT
WORTH, TX

17: HOLIDAY SHOWCASE, CHICAGO, IL

. VISIT .

ALBUQUERQUE

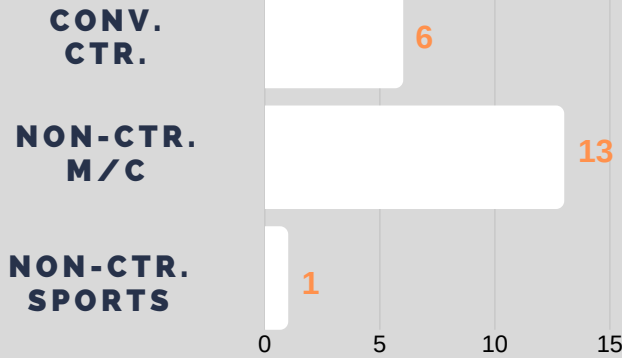
CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)

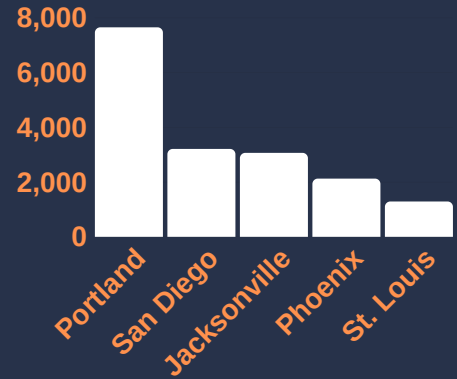
LOST BUSINESS

MONTH'S TOTAL LOSSES

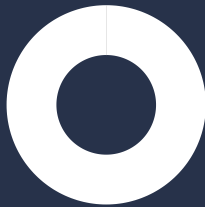
20



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

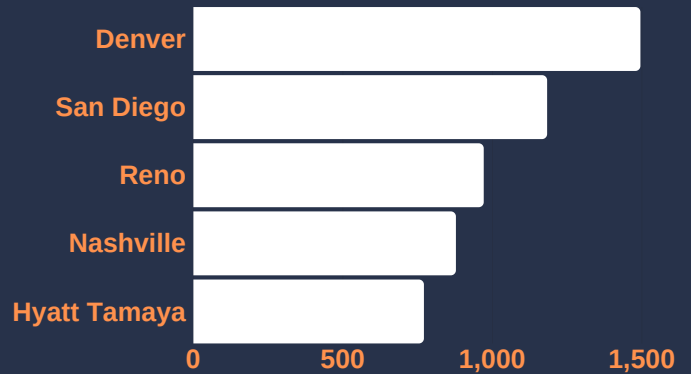


Most Room Nights Lost To (FYTD Non-Ctr. Sports)



Las Vegas
100%

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



Reoccurring Convention Center Lost Business Reasons

Reason	% of Room Nights Lost
Perceived Destination Desirability	34%
Overall City Package	12%
Preferred Location Available	10%
Board/Membership Vote	9%

MONTH'S ROOM NIGHTS LOST
24,976

MONTH'S ATTENDEES LOST
14,404

MONTH'S DIRECT SPEND LOST
\$11.99M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

10



FYTD MEMBERSHIP

714

VS. PYTD

-.1%

FYTD REVENUE

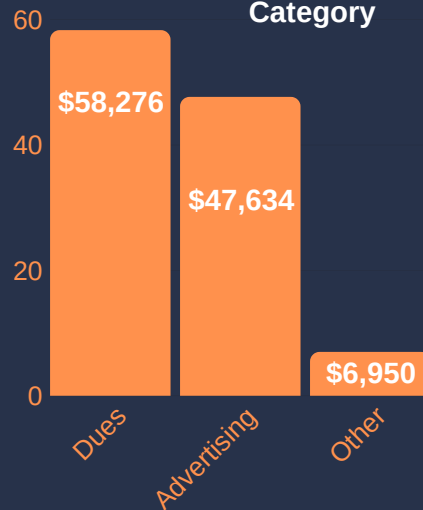
\$112,860

VS. PYTD

+21%

Thousands

FYTD Revenue by
Category



PARTNER EVENTS THIS MONTH

0



ACE Training was canceled this month due to President Trump's visit and Partner Orientation was canceled due to low registration

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

9

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

100%

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

162+M

CORRESPONDING
PUBLICITY VALUE

\$230,826

September article in
the New York Times
BP Score: 124 (highest of FY20)



FEATURED MEDIA EFFORTS

- 9/4: Albuquerque 365 has fantastic events from festivals to green chile picking - KRQE (broadcast and online)**
- 9/9: Fun Things To Do In Albuquerque In A Weekend - The Next Trip**
- 9/11: New Mexico soccer, a night of ghost stories, and music from Florida Georgia Line in your ABQ 360 - KRQE (broadcast and online)**
- 9/12: Tania Armenta interview with KRQE on Balloon Fiesta**
- 9/16: Beyond blue meth: Albuquerque worth visiting for more than 'Breaking Bad' - Matador Network**
- 9/17: Historic trains visit Albuquerque - KOB (broadcast and online)**
- 9/19: 36 Hours in Albuquerque - The New York Times (print and online)**
- 9/23: Hotel rooms and Airbnb's still available for Balloon Fiesta - KOAT (broadcast and online)**
- 9/25: The Best Places Around the World to Travel This October - Thrillist**
- 9/26: 5 can't-miss experiences in October - National Geographic**
- 9/30: See ABQ's top 25-rated hotels (slideshow) - Albuquerque Business First (print and online)**

Local Media

National Media

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)




TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
"CAPTURE THE MOST PHOTOGRAPHED EVENT IN THE WORLD"	137,107 LEISURE CONTACTS	8.6%	17%
"FALL IN LOVE WITH ABQ"	138,125 LEISURE CONTACTS	12%	12%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

53,161

SOCIAL MEDIA FOLLOWERS BY PLATFORM

-  **129,875**
-  **58,920**
-  **27,921**

MOST ENGAGING POST THIS MONTH



COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

9/26: Clarissa Baca hosted a site visit with the Society of Women Engineers

9/4: Tracy Cox appeared on KRQE to promote local festivals and events

9/25: Misty Jester hosted a site visit with the National Academic Advising Association

9/11: Brenna Moore hosted a media site visit with journalist Maurício Nunes from the Brazilian Press

9/24: Larry Atchison met with the American Astronomical Society

9/18: Tania Armenta, Larry Atchison & colleagues met with the New Mexico Black Leadership Council

9/23: Tania Armenta was interviewed on KOAT

9/19: Kristin McGrath presented at the Women's Council of Realtors Luncheon



- Events Hosted by Visit Albuquerque**
- 9/19: Executive Committee Meeting**
 - 9/19: Downtown Community Partnership Meeting**
 - 9/24: Board of Directors Meeting**
 - 9/24: Annual Board Retreat**

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE