September 2021 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 2020: +150.4%
- VS. JULY 2019: +12.85%
- VS. FY21: +150.4%
- VS. FY20: +12.85%

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

**Average Hotel Occupancy**
- VS. AUGUST 2020: +44.2%
- VS. AUGUST 2019: -1.6%
- VS. CYTD 2020: +38.2%
- VS. CYTD 2019: -9.9%

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

**Average Daily Rate**
- VS. AUGUST 2020: +43.5%
- VS. AUGUST 2019: +14.5%
- VS. CYTD 2020: +14.9%
- VS. CYTD 2019: -3.4%

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

---

**August 2021 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**
- 69.8%

**Comp. Average**
- 63.0%

**U.S. Average**
- 63.2%

---

**August 2021 Average Daily Rate Comparison**

*Source: STR, Inc.*

- ABQ. AVG.: $99.25
- COMP. AVG.: $119.23
- U.S. AVG.: $137.57
September 2021 Destination Dashboard

Total August Enplaned Passengers
174,658

Total August Deplaned Passengers
173,844

Top 4 Airlines by % of Market Share

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest</td>
<td>41.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American</td>
<td>26.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delta</td>
<td>14.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United</td>
<td>10.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fytd Total Passengers

FY19: 1.03M
FY20: 1.01M
FY21: 226K
FY22: 726K

Total August Leisur & Hospitality Employment

*41,300

Source: Bureau of Labor Statistics
*Preliminary BLS figure
### September 2021 Destination Dashboard

**Future Citywide* Events Booked FYTD**

<table>
<thead>
<tr>
<th></th>
<th>Sept '21</th>
<th>vs. Sept '20</th>
<th>% Change vs. FY21</th>
<th>% Change vs. FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Meetings/Events</td>
<td>22</td>
<td>2</td>
<td>500%</td>
<td>-73.2%</td>
</tr>
<tr>
<td>Room Nights</td>
<td>9,370</td>
<td>96</td>
<td>53K%</td>
<td>-72.5%</td>
</tr>
<tr>
<td>Attendance</td>
<td>15,079</td>
<td>274</td>
<td>17K%</td>
<td>-77.2%</td>
</tr>
<tr>
<td>Direct Spend</td>
<td>$3.9M</td>
<td>$43K</td>
<td>50K%</td>
<td>-76.6%</td>
</tr>
</tbody>
</table>

*Citywides have a minimum of 400 room nights on peak

**Future Non-Citywide Events Booked FYTD**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL 43</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Events</td>
<td>29</td>
</tr>
<tr>
<td>Attendees</td>
<td>32,614</td>
</tr>
<tr>
<td>Room Nights</td>
<td>17,171</td>
</tr>
<tr>
<td>Direct Spend</td>
<td>$7.5M</td>
</tr>
</tbody>
</table>

**Future Sports Events Booked FYTD (Citywide & Non-Citywide)**

- # of Events: 29
- Attendees: 32,614
- Room Nights: 17,171
- Direct Spend: $7.5M

*Citywides have a minimum of 400 room nights on peak*
## September 2021 Destination Dashboard

### Future Events Booked

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 28</th>
<th>FY20: 91</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>82.1%</td>
<td>-44.0%</td>
</tr>
</tbody>
</table>

### Future Room Nights Booked

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 6,036</th>
<th>FY20: 80,542</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>321.8%</td>
<td>-68.4%</td>
</tr>
</tbody>
</table>

### Future Attendance Booked

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 6,019</th>
<th>FY20: 123,676</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>522.3%</td>
<td>-69.7%</td>
</tr>
</tbody>
</table>

### Future Direct Spend Booked

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: $3.2M</th>
<th>FY20: $33.5M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>238.1%</td>
<td>-67.7%</td>
</tr>
</tbody>
</table>

### Advertising Impressions

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 16.9M</th>
<th>FY20: 42.6M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>882%</td>
<td>290%</td>
</tr>
</tbody>
</table>

### Website User Sessions

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 348K</th>
<th>FY20: 687K</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>119.5%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

### Visitor Guide Fulfillment

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 2,518</th>
<th>FY20: 10,890</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>150.4%</td>
<td>-79.7%</td>
</tr>
</tbody>
</table>

### Visitor Center Traffic

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 176</th>
<th>FY20: 45K</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+15%</td>
<td>-79.3%</td>
</tr>
</tbody>
</table>

### Group Tours

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 0</th>
<th>FY20: 56</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
<td>-66.1%</td>
</tr>
</tbody>
</table>

### Group Tour Room Nights

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 0</th>
<th>FY20: 1,869</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
<td>-75.6%</td>
</tr>
</tbody>
</table>

### Social Media Followers

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 224K</th>
<th>FY20: 217K</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-0.3%</td>
<td>+3.3%</td>
</tr>
</tbody>
</table>

### Social Media Engagement

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 52,100</th>
<th>FY20: 109,811</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>95.5%</td>
<td>-7.3%</td>
</tr>
</tbody>
</table>

### FYTD Media Site Visits

<table>
<thead>
<tr>
<th>FYTD</th>
<th>PYTD: 2</th>
<th>FY20: 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400%</td>
<td>-33.3%</td>
</tr>
</tbody>
</table>

### FYTD Earned Media Coverage

- **Travel Articles Generated**: 11
- **Circulation/Reach**: 21,345,114
- **Publicity Value**: $165.3K

*Does not include local coverage or syndications/additional pickups

---

*FY22 ad impressions include tourism recovery campaign with CABQ and co-op partnership with NM True.

**Note**: FYTD = Fiscal Year To Date. Our Fiscal Year Runs July 1 - June 30.
# September 2021 President's Report

## Lodgers' Tax (5% Occupancy Fee) Collections

<table>
<thead>
<tr>
<th></th>
<th>Total July 2021 Revenue</th>
<th>VS. July 2020</th>
<th>VS. FY21</th>
<th>VS. FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non - Short-Term Rentals</strong></td>
<td>$1,483,313.83</td>
<td>▲ 150.4%</td>
<td>▲ 150.4%</td>
<td>▲ 12.85%</td>
</tr>
<tr>
<td><strong>Short-Term Rentals Only</strong></td>
<td>$101,217.86</td>
<td>▲ 196.5%</td>
<td>▲ 196.5%</td>
<td>▲ 111.4%</td>
</tr>
<tr>
<td><strong>Minus Short-Term Rentals</strong></td>
<td>$1,382,095.97</td>
<td>▲ 147.6%</td>
<td>▲ 147.6%</td>
<td>▲ 9.1%</td>
</tr>
</tbody>
</table>

*Includes Airbnb, VRBO/Home Away, and Short Term Rentals collections*

### Short-term Rentals as a % of FY22 Revenue

- **Non**: 93.2%
- **Short-Term Rentals**: 6.8%

### 10 Year Lodgers' Tax FYTD History

![Graph showing Lodgers' Tax FYTD History from FY13 to FY22](chart.png)

*Source: City of Albuquerque*
### STR, INC. LODGING INDUSTRY REPORT

<table>
<thead>
<tr>
<th></th>
<th>CYTD Occupancy</th>
<th>% Change vs. PYTD</th>
<th>CYTD ADR</th>
<th>% Change vs. PYTD</th>
<th>RevPAR % Change vs. PYTD</th>
<th>Rooms Sold % Change vs. PYTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>62.4%</td>
<td>38.2%</td>
<td>$84.14</td>
<td>14.9%</td>
<td>58.8%</td>
<td>36.6%</td>
</tr>
<tr>
<td>*Comp. Set Average</td>
<td>58.8%</td>
<td>28.5%</td>
<td>$105.92</td>
<td>8.4%</td>
<td>39.2%</td>
<td>not available</td>
</tr>
<tr>
<td>U.S. Average</td>
<td>57.0%</td>
<td>28.7%</td>
<td>$120.16</td>
<td>12.1%</td>
<td>44.3%</td>
<td>35.7%</td>
</tr>
</tbody>
</table>

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

### RevPAR % Changes vs. August 2020

- **ABQ.** 107.0%
- **COMP. SET** 78.1%
- **U.S.** 73.2%

### RevPAR % Changes vs. PYTD

- **ABQ.** 58.8%
- **COMP. SET** 39.2%
- **U.S.** 44.3%

### Top 5 Meetings Properties per Corridor Performance

<table>
<thead>
<tr>
<th>Corridor</th>
<th>CYTD Occupancy</th>
<th>% Change vs. PYTD</th>
<th>CYTD ADR</th>
<th>% Change vs. PYTD</th>
<th>RevPAR % Change vs. PYTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>47.0%</td>
<td>30.5%</td>
<td>$129.58</td>
<td>12.4%</td>
<td>46.7%</td>
</tr>
<tr>
<td>Uptown</td>
<td>42.3%</td>
<td>31.2%</td>
<td>$110.73</td>
<td>9.2%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Airport</td>
<td>51.6%</td>
<td>41.4%</td>
<td>$93.47</td>
<td>4.8%</td>
<td>48.1%</td>
</tr>
<tr>
<td>Northern Corridor</td>
<td>47.8%</td>
<td>31.3%</td>
<td>$105.99</td>
<td>12.8%</td>
<td>48.1%</td>
</tr>
</tbody>
</table>

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.
RECENT • UPCOMING TRADESHOWS & INDUSTRY MEETINGS

SEPTEMBER:
9-11: PROFESSIONAL FRATERNITY ASSOCIATION - IRVING, TX
15: DESTINATION CELEBRATION - KANSAS CITY, MO
16: PCMA HEARTLAND GOLF EVENT - KANSAS CITY, MO
20-22: CONNECT TOUR - LAS VEGAS, NV
27-30: TEAMS - ATLANTIC CITY, NJ
29-OCT 1: NM OUTDOOR ECONOMICS CONFERENCE, FARMINGTON

OCTOBER:
4-6: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORTS, COLORADO SPRINGS, CO
14: DESTINATION CELEBRATION - INDIANAPOLIS, IN
15: DESTINATION CELEBRATION - MINNEAPOLIS, MN
25-28: SPORTS ETA - BIRMINGHAM, AL

NOVEMBER:
7-11: IMEX - LAS VEGAS, NV
10-13: NATIONAL COALITION OF BLACK MEETING PLANNERS, CINCINNATI, OH
29-DEC 2: CONNECT DC, WASHINGTON, DC

DECEMBER:
14: HOLIDAY SHOWCASE - CHICAGO, IL
CONVENTION SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

MONTH'S TOTAL LOSSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conv. Ctr.</td>
<td>2</td>
</tr>
<tr>
<td>Non-Ctr. M/C</td>
<td>22</td>
</tr>
<tr>
<td>Non-Ctr. Sports</td>
<td>0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>City</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>City To Be Determined</td>
<td>7,500</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>2,500</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston, TX</td>
<td>1,000</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>750</td>
</tr>
<tr>
<td>Reno, NV</td>
<td>500</td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>250</td>
</tr>
<tr>
<td>San Antonio, TX</td>
<td>0</td>
</tr>
</tbody>
</table>

Reoccurring Convention Center Lost Business Reasons FYTD

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of Room Nights Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Location(s) Preferred</td>
<td>58%</td>
</tr>
<tr>
<td>Insufficient Local Infrastructure</td>
<td>42%</td>
</tr>
<tr>
<td>COVID-19</td>
<td>0%</td>
</tr>
</tbody>
</table>

MONTH'S ROOM NIGHTS LOST
11,522

MONTH'S ATTENDEES LOST
5,050

MONTH'S DIRECT SPEND LOST
$5.5M
PARTNER DEVELOPMENT

NEW PARTNERS THIS MONTH

5

FYTD REVENUE

$106,808

VS. FY21

+127.2%

VS. FY20

-5.4%

FYTD MEMBERSHIP

618

VS. FY21

-9.9%

VS. FY20

-13.4%

FYTD Revenue by Category

Thousands

Dues

$46,303

Advertising

$58,255

Other Revenue

$2,150

PARTNER EVENTS THIS MONTH

1

Sept 15: Visit Albuquerque Annual Meeting, Marriott Pyramid North, Outdoor Pavilion, 153 attendees

Partner Orientation & ACE Training

Cancelled due to COVID-19

VISIT ALBUQUERQUE PARTNER BUSINESSES CLOSED PERMANENTLY DUE TO COVID-19

13
MARKETING, COMMUNICATIONS & TOURISM

# OF TRAVEL ARTICLES
GENERATED THIS MONTH
5

# OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH
15.4 M

POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)
100%

CORRESPONDING
PUBLICITY VALUE
$102 K

The Atlanta
Journal-Constitution
article
BP Score: 108

FEATURED MEDIA
EFFORTS

Local Media
National Media

9/2: Labor Day weekend events hosted throughout Albuquerque - KRQE (broadcast and online)
9/8: The Top 15 Resort Hotels in the West - Travel • Leisure (syndicated to Yahoo)
9/10: The future of business travel: Table of Experts - Albuquerque Business First (print and online)
9/13: Great Escapes: 6 dazzling getaways one flight away from Atlanta - The Atlanta Journal-Constitution (print and online)
9/15: City of Albuquerque hosting events throughout September - KRQE (broadcast and online)
9/18: The Best Dive Bar in Every State - TripSavvy
9/21: Catch the Train to Leaf-Peeping Paradise - Sierra
9/23: E-bike company to offer guided tours to Balloon Fiesta - Albuquerque Journal (print and online) (syndicated to Yahoo)
9/24: Visit Albuquerque releases new official Albuquerque Visitor’s Guide - KRQE (broadcast and online) (syndicated to Yahoo)
9/29: 12 New Food Halls Across the U.S. - Fifty Grand

VISIT.
ALBUQUERQUE
CHANGE YOUR PERSPECTIVE
**MARKETING, COMMUNICATIONS & TOURISM (CONT.)**

**MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS**

<table>
<thead>
<tr>
<th>Email Campaign</th>
<th>Sent</th>
<th>Open Rate</th>
<th>Click-to-Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/2: “CHECK OUT THESE BALLOON FIESTA INSIDER TIPS”</td>
<td>118,404 LEISURE CONTACTS</td>
<td>20.3%</td>
<td>14.6%</td>
</tr>
<tr>
<td>9/24: “INSIDER TIPS FOR HOSTING FAMILY AND FRIENDS DURING BALLOON FIESTA”</td>
<td>3,149 LOCAL CONTACTS</td>
<td>29.6%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

**TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH**

31,468

**SOCIAL MEDIA FOLLOWERS BY PLATFORM**

- Facebook: 123,249
- Twitter: 57,935
- Instagram: 42,622

*Visit Albuquerque*

September 28 at 7:14 PM

**If there is anything you want to know about the Albuquerque International Balloon Fiesta® while you’re here in Albuquerque, we’ve probably covered it! Check out our Balloon Fiesta blog posts for helpful tips and tricks, to find things to do while you’re here, and to learn how to make the most out of your Balloon Fiesta experience.**

#TrueABQ

**HIGH ENGAGEMENT POSTS OF THE MONTH**

**VISIT.**

**ALBUQUERQUE**

**CHANGE YOUR PERSPECTIVE**
**COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS**

**Events Hosted by Visit Albuquerque**

9/2: DOS meeting via video conference  
9/7: Visit Albuquerque Executive Committee Meeting  
9/15: Visit Albuquerque Board of Directors Meeting  
9/15: Visit Albuquerque Annual Meeting  
9/16: DOS meeting via video conference 

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9/2-9/4: Brenna Moore attended the NM PRSA Board Meeting  
9/8: Staff attended a pre-opening tour of Hilton Garden Inn & Homewood Suites on Central Ave.  
9/9: Tania Armenta attended the International Women’s Forum New Mexico Mix & Mingle  
9/9-11: Misty Jester had 28 appointments at Professional Fraternity Association in Irving, TX  
9/13: Brenna Moore attended the AIBF Media Committee Meeting  
9/20 & 27: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting  

---

9/2: Brenna Moore attended the NM PRSA Board Meeting

9/8: Staff attended a pre-opening tour of Hilton Garden Inn & Homewood Suites on Central Ave.

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9/13: Brenna Moore attended the AIBF Media Committee Meeting

9/20 & 27: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting

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9/29-10/1: Kristin McGrath attended the NM Outdoor Economics Conference in Farmington, NM

9/7: Visit Albuquerque Executive Committee Meeting

9/15: Visit Albuquerque Board of Directors Meeting

9/15: Visit Albuquerque Annual Meeting

9/16: DOS meeting via video conference

9/20 & 27: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting

---

9/23: Attended the Lodgers’ Tax Advisory Board Meeting

9/20-22: Kristin McGrath had 17 appointments at Connect Tour in Las Vegas, NV

9/27-30: Angie Jepsen & Angela Gandy had 40 appointments at TEAMS in Atlantic City, NJ

9/9-11: Misty Jester had 28 appointments at Professional Fraternity Association in Irving, TX

9/20-22: Kristin McGrath had 17 appointments at Connect Tour in Las Vegas, NV

9/23: Attended the Lodgers’ Tax Advisory Board Meeting

9/9-11: Misty Jester had 28 appointments at Professional Fraternity Association in Irving, TX

9/20-22: Kristin McGrath had 17 appointments at Connect Tour in Las Vegas, NV

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Visit Albuquerque’s Social Media & Content Specialist shares upcoming events on KRQE
### COVID-19/CORONAVIRUS TIMELINE

#### MARCH 2020

- **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 NM ordered to self-isolate for at least 14 days.

#### APRIL 2020

- **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.

#### MAY 2020

- **5/16**: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis
- **5/27**: Outdoor Dining allowed at 50% outdoor fire code capacity

#### JUNE 2020

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

#### JULY 2020

- **7/1**: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle.
- **7/13**: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents.
- **7/29**: Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%.

#### AUGUST 2020

- **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%.
- **9/3**: Mandatory quarantine amended to exempt travelers to NM from low-risk sates based on <5% positivity rate and new case rate equal to or less than 80 per 1M residents.
- **9/17**: Agritourism experiences permitted.

#### SEPTEMBER 2020

- **10/1**: State park overnight camping opens for NM residents in groups of 10 or less.
- **10/16**: Increased Restrictions: Food & Drink establishments must close by 10pm; Lodging occupancy reduced to 60% if NM Certified 25% if not; Mass gatherings reduced to no more than 5.
- **10/23**: 4 Rapid Responses = 2 Weeks Closed; Retail to close by 10pm; NM Certification required to continue indoor dining at 25%; State museums and historical sites close.

#### OCTOBER 2020

- **11/16**: NM Safe Certified lodging properties reduced to 25%, all others shut down; On-Site Dining prohibited; Close-contact businesses and outdoor recreational facilities must close; Essential retailers at 25% maximum occupancy or no more than 75, whichever is smaller.

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**Visit Albuquerque**

**Change Your Perspective**
COVID-19/CORONAVIRUS TIMELINE

JANUARY 2021

1/29: "Red to Green" framework updated mass gathering limits specific to vehicles.

FEBRUARY 2021

2/10: Bernalillo County reaches Yellow Level
2/11: Visitors no longer required to self-quarantine 14-days; instead visitors are strongly advised to self-quarantine and to obtain a COVID-19 test upon arrival in or return to New Mexico.
2/24: "Red to Green" framework updated to include Turquoise level.

MARCH 2021

Bernalillo County remains at Yellow Level throughout March
3/24: Visitation allowed at Long Term Care Facilities
3/29: Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level

APRIL 2021

4/5: All APS Schools reopen
4/7: Bernalillo County remains at Yellow Level
4/9: Mass gathering definition expanded and maximum capacity definition added.
4/23: Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
4/30: New gating criteria announced to include vaccination rates.

MAY 2021

5/5: Bernalillo County reaches "Turquoise" Status; Capacity Levels increased
5/13: Children 12 and over become eligible for vaccine

JUNE 2021

6/18: New Mexico successfully meets 60% vaccination goal to open by July 1.

JULY 2021

7/1: All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.
8/20: Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

9/9: President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.