

September 2022 Destination Dashboard

LODGERS' TAX COLLECTIONS

▲ **10%**
VS. JULY 2021

▲ **176%**
VS. JULY 2020

▲ **10%**
VS. FYTD 23

▲ **176%**
VS. FYTD 22

AVERAGE HOTEL OCCUPANCY

▼ **-5%**
VS. AUGUST 2021

▲ **38%**
VS. AUGUST 2020

▲ **6%**
VS. CYTD 2021

▲ **47%**
VS. CYTD 2020

AVERAGE DAILY RATE

▲ **9%**
VS. AUGUST 2021

▲ **58%**
VS. AUGUST 2020

▲ **25%**
VS. CYTD 2021

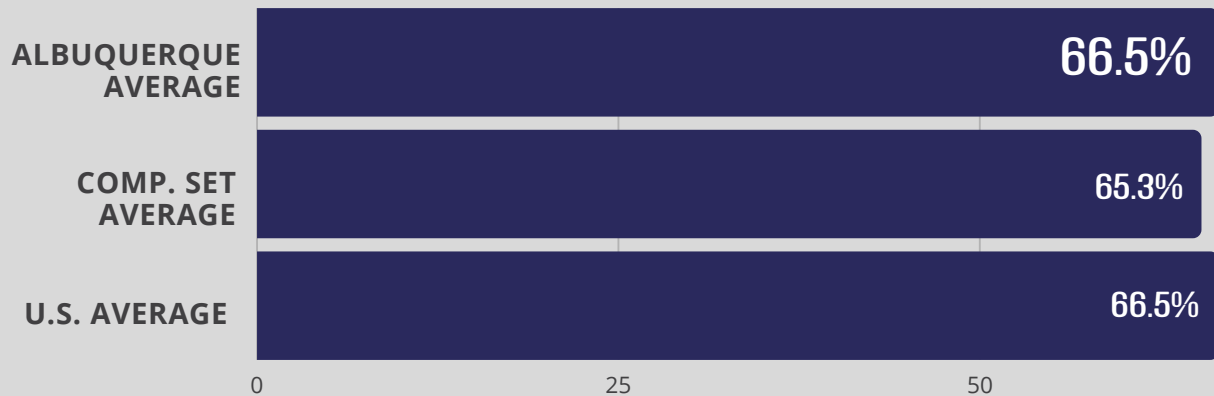
▲ **44%**
VS. CYTD 2020

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

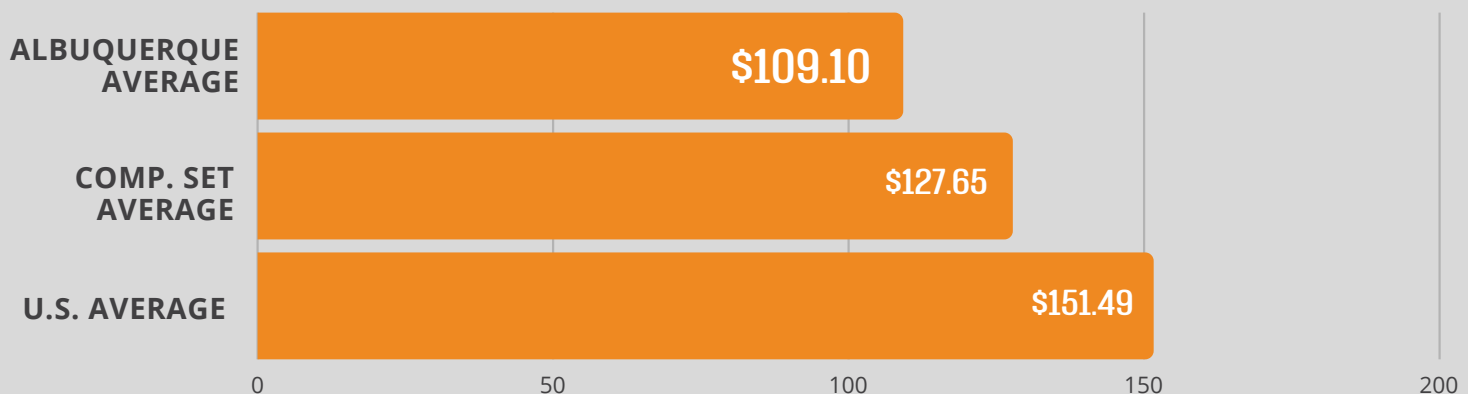
Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

AUGUST 2022 - 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.

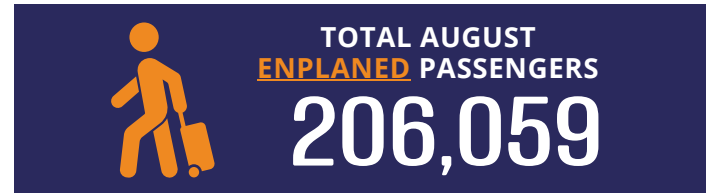
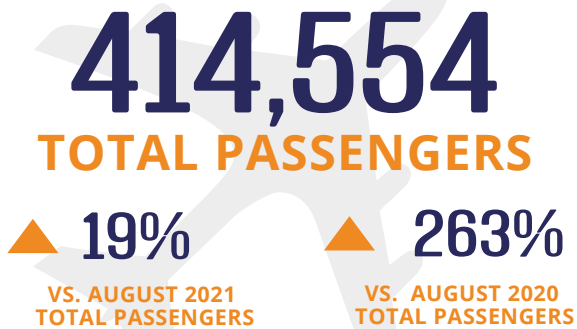
AUGUST 2022 - AVERAGE DAILY RATE COMPARISON



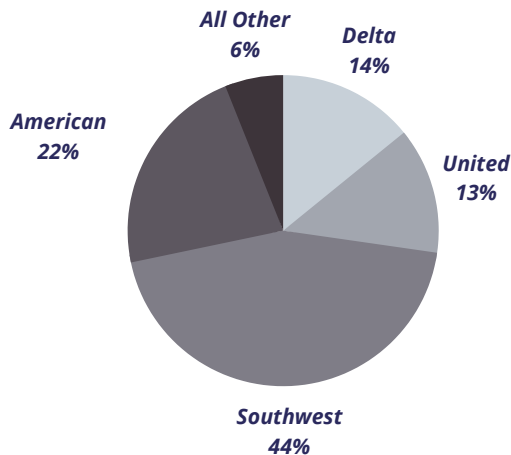
Source: STR, Inc.

September 2022 Destination Dashboard

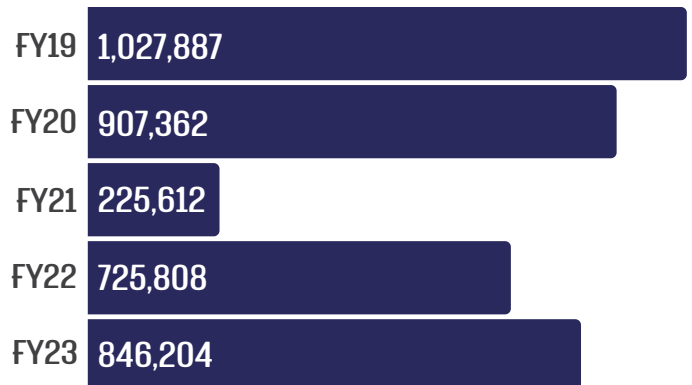
AUGUST 2022 - SUNPORT AIRLINE METRICS



AIRLINES BY % OF MARKET SHARE



5-YR FYTD TOTAL PASSENGERS



Source: Albuquerque International Sunport

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS



Source: Bureau of Labor Statistics, Current Employment Statistics

September 2022 Destination Dashboard

SEPTEMBER BUSINESS OCCURRING	SEP '22	SEP '21	% CHANGE VS. SEP '21	% CHANGE VS. SEP '20
# OF MEETINGS/EVENTS	18	22	-18% ▼	800% ▲
ROOM NIGHTS	7,168	9,370	-24% ▼	7,367% ▲
ATTENDANCE	7,552	15,079	-50% ▼	2,656% ▲
DIRECT SPEND	\$3,548,710	\$3,914,392	-9% ▼	8,193% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	1	5	-38% ▼	400% ▲
ATTENDEES	550	5,350	-75% ▼	224% ▲
ROOM NIGHTS	750	5,106	-63% ▼	131% ▲
DIRECT SPEND	\$574,039	\$1,926,704	-69% ▲	16% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	43	62	44% ▲	130% ▲
ATTENDEES	8,160	22,399	39% ▲	413% ▲
ROOM NIGHTS	12,240	17,536	50% ▲	359% ▲
DIRECT SPEND	\$5,995,042	\$9,026,173	90% ▲	489% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	31	10,883	
	SPORTING EVENTS	ROOM NIGHTS	
	19,835	\$4.9M	
	ATTENDEES	DIRECT SPEND	

COVID-19 IMPACT:

Since March 2020, the overall pace of booking future meetings, conventions, and sporting events has slowed. Nationally the industry is experiencing a delayed recovery with the expectation of returning to pre-pandemic volume by 2024.

September 2022 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

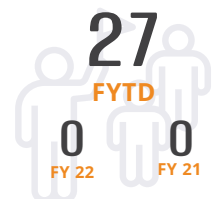
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
FUTURE EVENTS BOOKED	67	51	31% ▲	28	139% ▲
FUTURE ROOM NIGHTS BOOKED	22,642	25,461	-11% ▼	6,039	275% ▲
FUTURE ATTENDANCE BOOKED	27,749	37,457	-26% ▼	6,019	361% ▲
FUTURE DIRECT SPEND	\$10,952,877	\$10,799,533	1% ▲	\$3,194,305	243% ▲
GROUP TOURS**	15	19	-21% ▼	0	100% ▲
GROUP TOUR ROOM NIGHTS**	218	456	-52% ▼	0	100% ▲

MARKETING	FYTD *	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	95,901,562	166,049,866	-42% ▼	16,913,010	981% ▲
WEBSITE USER SESSIONS	709,151	764,616	-7% ▼	348,400	103% ▲
SOCIAL MEDIA FOLLOWERS	271,813	223,806	21% ▲	224,442	21% ▲
SOCIAL MEDIA ENGAGEMENT	294,105	101,849	189% ▲	52,100	465% ▲
VISITOR GUIDE FULFILLMENT	5,835	6,341	-8% ▼	2,518	132% ▲
VISITOR CENTER TRAFFIC	21,822	26,250	-9% ▼	176	12K% ▲
EARNED MEDIA‡					
TRAVEL ARTICLES	23	11	109% ▲	13	77% ▲
CIRCULATION REACH	131,442,660	21,345,114	561% ▲	68,592,155	92% ▲
PUBLICITY VALUE	\$469,671	\$165,263	184% ▲	\$134,225	250% ▲

FAMILIARIZATION & SITE TOURS

	FYTD	FY22 TOTAL	% CHG	FY21 TOTAL	% CHG
SALES	7	10	-30%	2	250%
MEDIA	5	2	150%	0	N/A

ACE TRAINEES



*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

**Data reported is quarterly.

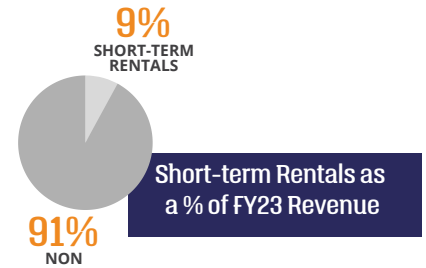
†FY23 and FY22 ad impressions include co-op partnership with NM True.

‡Does not include local coverage or syndications/additional pickups.

September 2022 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Jul '22	Jul '21 TOTAL	% CHG
TOTAL REVENUE	\$1,634,839	\$1,483,314	10% ▲
SHORT-TERM RENTALS (STR)**	\$129,980	\$101,218	28% ▲
REVENUE MINUS STR	\$1,504,859	\$1,382,096	9% ▲



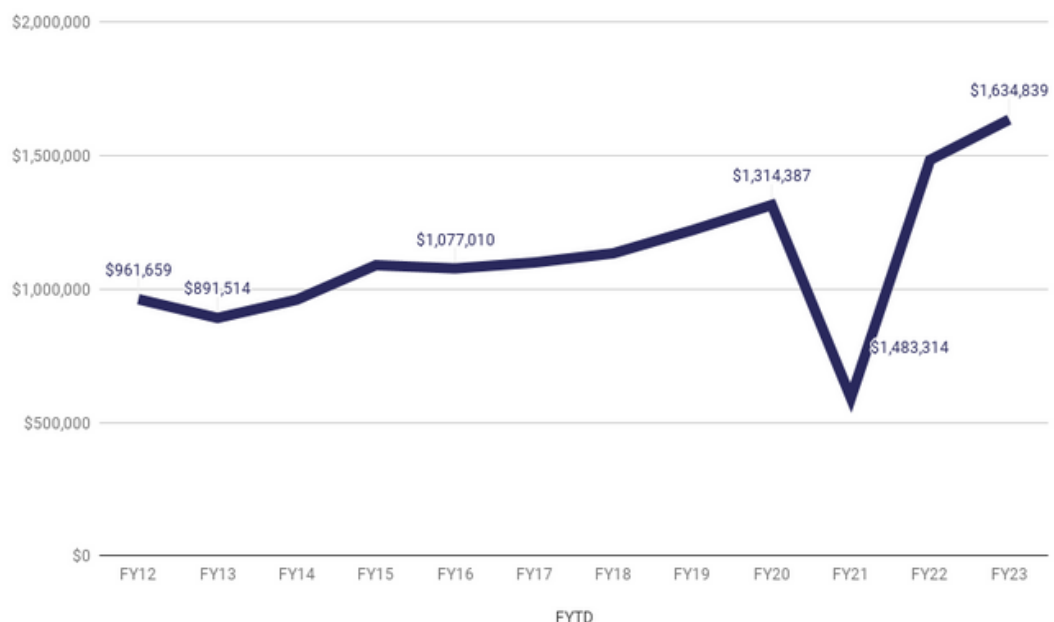
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY22 TOTAL	% CHG	FYTD vs. FY21 TOTAL	% CHG
TOTAL REVENUE	\$1,634,839	\$1,483,314	10% ▲	\$592,323	176% ▲
SHORT-TERM RENTALS (STR)**	\$129,980	\$101,218	28% ▲	\$34,142	281% ▲
REVENUE MINUS STR	\$1,504,859	\$1,382,096	9% ▲	\$558,181	170% ▲

*Value rounded up to nearest dollar.

** Includes Airbnb, VRBO/Home Away, and short-term rentals collections.



YEAR LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023





STR, INC. LODGING INDUSTRY REPORT - AUGUST 2022

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	6% ▲	\$105.05	25% ▲	\$69.54	32% ▲
COMP SET*	65%	10% ▲	\$132.32	25% ▲	\$86.57	38% ▲
UNITED STATES	63%	11% ▲	\$148.03	23% ▲	\$93.58	36% ▲

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

RevPAR: August 2021 - August 2022



Source: STR, Inc.

Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	49%	5% ▲	\$150.06	16% ▲	\$73.86	21% ▲
UPTOWN	60%	41% ▲	\$123.35	11% ▲	\$73.68	57% ▲
AIRPORT	68%	31% ▲	\$111.78	20% ▲	\$75.47	20% ▲
NORTHERN CORRIDOR	60%	26% ▲	\$127.34	20% ▲	\$76.93	20% ▲

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting. Reproduction or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

SALES, SERVICES & SPORTS - SEPTEMBER 2022

31

MONTH'S TOTAL
EVENT BOOKINGS

\$4.7M

ESTIMATED DIRECT
SPEND GENERATED

11,078

MONTH'S TOTAL
ROOM NIGHTS BOOKED

67

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

42%

MEETINGS &
CONVENTIONS

58%

SPORTING
EVENTS

31%

FYTD VS. FY 22

139%

FYTD VS. FY 21

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

SEPTEMBER:

- 8-10: PROFESSIONAL FRATERNITY ASSOCIATION - KALAMAZOO, MI
- 19-21: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORT - SPOKANE, WA

OCTOBER:

- 5-7: DESTINATION CELEBRATION - INDY - INDIANAPOLIS, IN
- 5-7: OUTDOOR ECONOMICS CONFERENCE - TAOS, NM
- 10-13: IMEX AMERICA - LAS VEGAS, NV
- 17-19: DMO BIZOPS - ST. LOUIS, MO
- 24-27: TEAMS - OKLAHOMA CITY, OK

NOVEMBER:

- 9-10: CONNECT WEST - SAN FRANCISCO, CA
- 16-19: NATIONAL COALITION OF BLACK MEETING PROFESSIONALS - JACKSONVILLE, FL
- 28-29: CONNECT DC - WASHINGTON, DC
- 30-12/1: HOLIDAY SHOWCASE - CHICAGO, IL

DECEMBER:

- 13-15: IAEE EXPO! EXPO! - LOUISVILLE, KY

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

30

TOTAL LOST
EVENTS

15,447

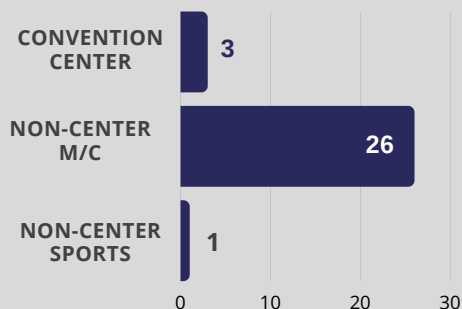
LOST ROOM
NIGHTS

7,379

LOST ATTENDEES

\$6.6M

LOST EST. DIRECT
SPEND

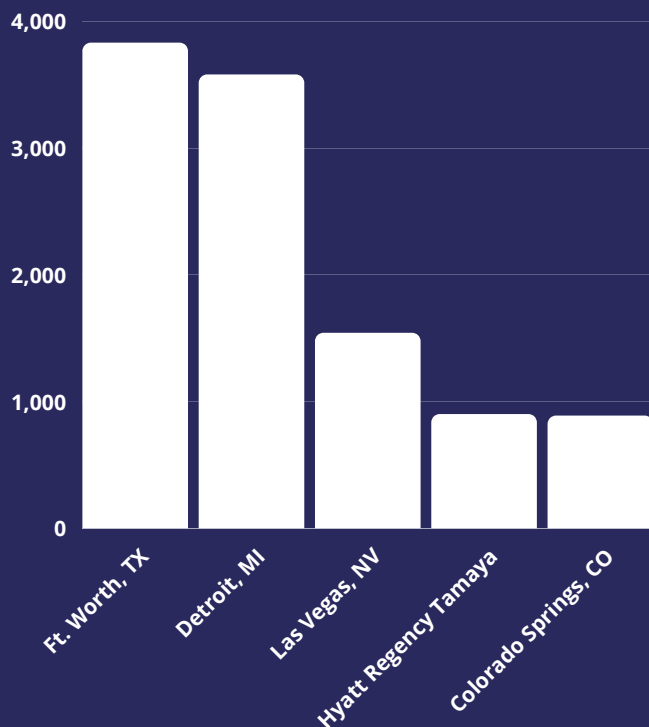


Reoccurring Convention Center Lost Business Reasons FYTD

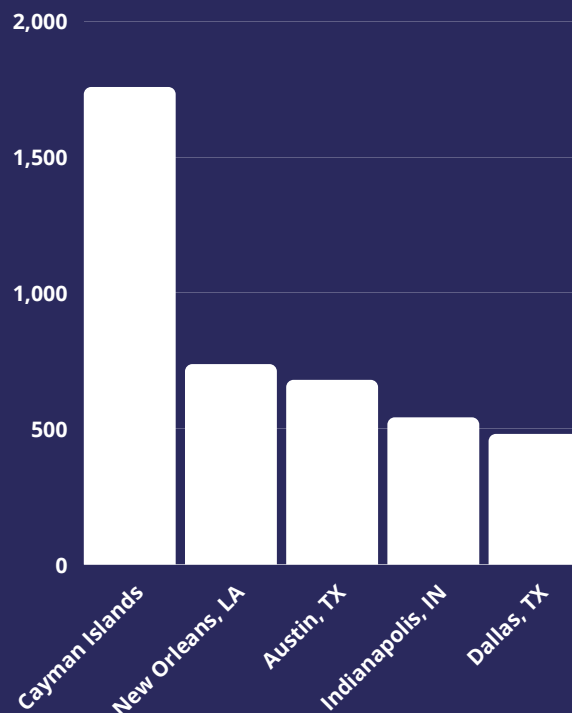
% of Room Nights Lost

Other Location(s) Preferred	55%
Insufficient Local Infrastructure	14%
Geographic Proximity	12%
Event Redesigned/Restructured/ Postponed/Cancelled	5%

Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)

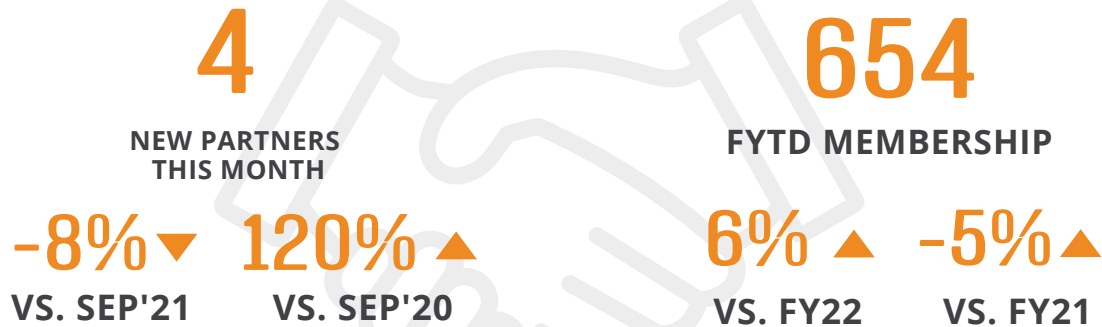


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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - SEPTEMBER 2022



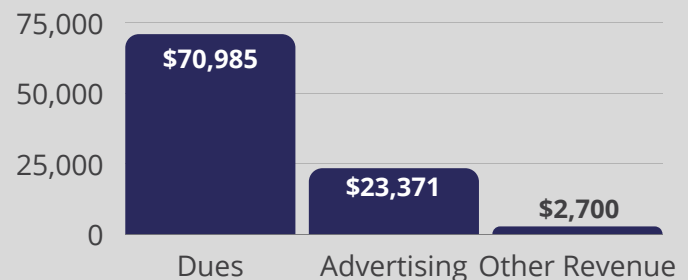
FYTD PARTNER REVENUE OVERVIEW

\$97,056

FYTD REVENUE

-9% ▼ 106% ▲
VS. FY22 VS. FY21

FYTD Revenue by Category



RECENT PARTNER EVENTS

Visit Albuquerque
Annual Meeting

378

REGISTRANTS

147% ▲
VS. 2021

ACE Training at Explora!

13

ATTENDEES

27

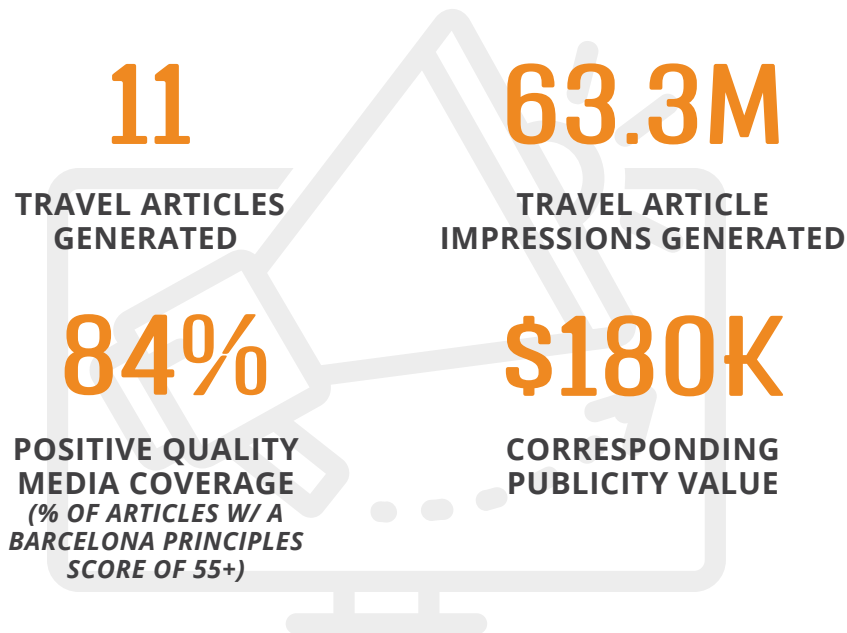
ATTENDEES
FYTD



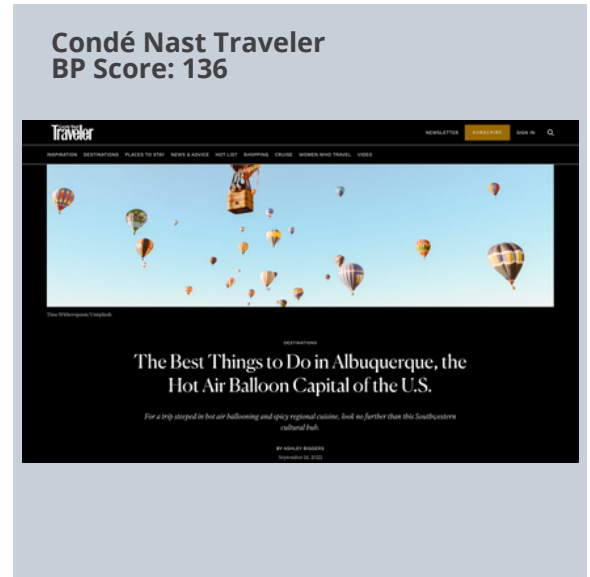
UPCOMING PARTNER EVENTS

- ACE Training scheduled for November 10, 2022.
- Visit Albuquerque Holiday Party, December 1, 2022.

SEPTEMBER AT-A-GLANCE



FEATURED ARTICLE



FEATURED MEDIA EFFORTS*

9/1: A Flamenco Capital - AAA Explorer New Mexico

9/6: Sunset Travel Awards 2022 Directory: Where to Go - Sunset Magazine

9/7: Bands of Enchantment is back for a second season - Rio Rancho Observer

9/8: State Fair, 50th Balloon Fiesta expected to boost tourism - KOB

9/13: 9 Fantastic Restaurants In Albuquerque Perfect For Outdoor Dining - Travel Awaits

9/14: The Best Things to Do in Albuquerque, the Hot Air Balloon Capital of the U.S. - Condé Nast Traveler

9/14: Travel: Albuquerque, New Mexico - San Diego Beer News

9/28: Visit Albuquerque introduces ABQ Passport - KRQE

9/29: "Red or Green?" Just Look Up. - The Paper

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

9/8: "Fall in Love with Albuquerque This Autumn"

113,639
LEISURE CONTACTS

OPEN RATE

33%

CLICK-TO-OPEN RATE

5%

9/30: "Fall for Albuquerque This Autumn"

3,275
LOCAL CONTACTS

43%

14%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 139,706

 59,322

 48,235

 22,046*

*Started reporting Feb. 2022

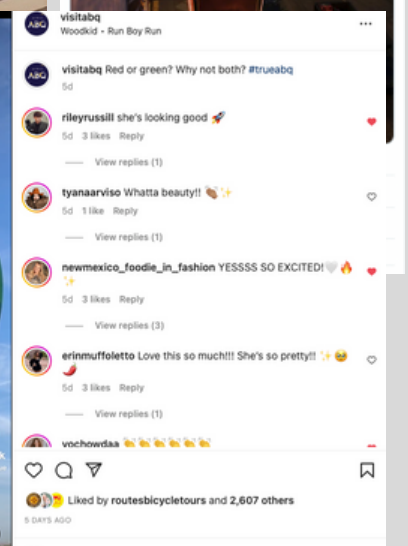
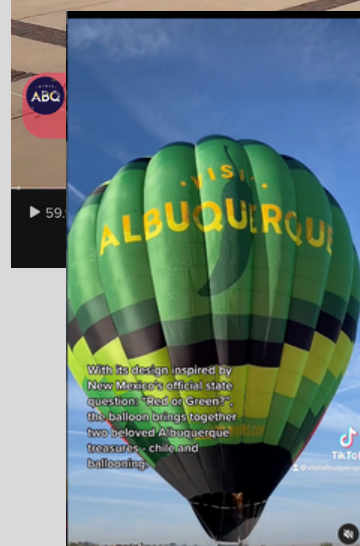
119,970

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

148

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

SEPTEMBER

- 1** Brenna Moore attended the New Mexico Public Relations Society of America's Monthly Board Meeting.
- 14** Visit Albuquerque board and staff leadership attended Economic FORUM ~ Stephanie Stowell, Director at Albuquerque BioPark. The topic: "ABQ BIOPARK: ECONOMIC AND CULTURAL IMPACTS OF ACCREDITED ZOOS, AQUARIUMS AND BOTANIC GARDENS".
- 15** Clarissa Griego and Liz Burnam represented Visit Albuquerque at the Gathering of Counties Day at the New Mexico State Fair.
- 16** Brenna Moore attended a meeting at Spaceport America with MPI-NM.
- 22** Visit Albuquerque staff leadership presented at the Lodgers' Tax Advisory Board Meeting.
- 23** Visit Albuquerque staff participated in the Charlie Gray 2022 GAHLA Golf Tournament.
- 25** Brenna Moore hosted an Albuquerque media familiarization tour with Giant Noise, the New Mexico Tourism Department, and national media representatives.
- 26** Liz Burnam represented Visit Albuquerque at an Old Town Bylaws Meeting.
- 27** Tania Armenta attended the New Mexico Tourism Department Quarter 1 Tourism Commission Meeting.
- 30**
 - Visit Albuquerque board and staff attended the 50th Anniversary of Albuquerque International Balloon Fiesta Breakfast at Coronado Mall.
 - Visit Albuquerque staff attended the Route 66 Visitors Center Opening.

Events Hosted by Visit Albuquerque

- 9/6: Albuquerque Tourism Marketing District Governance Committee Meeting
- 9/13: Visit Albuquerque Board of Directors Meeting
- 9/13: Visit Albuquerque Annual Meeting
- 9/29: Visit Albuquerque Balloon Unveiling Press Conference