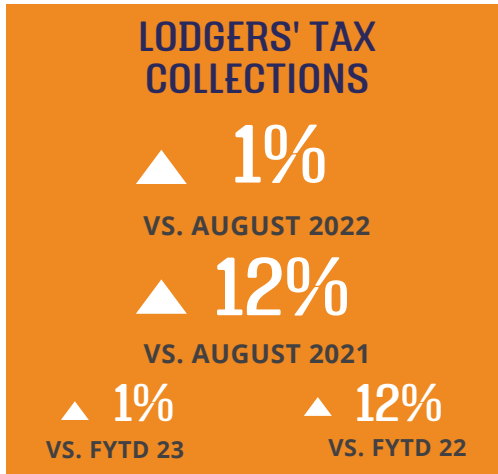
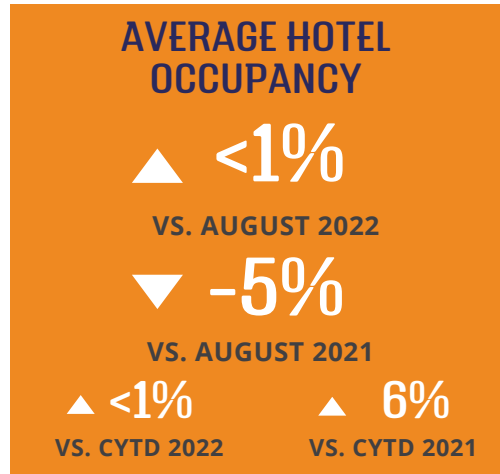


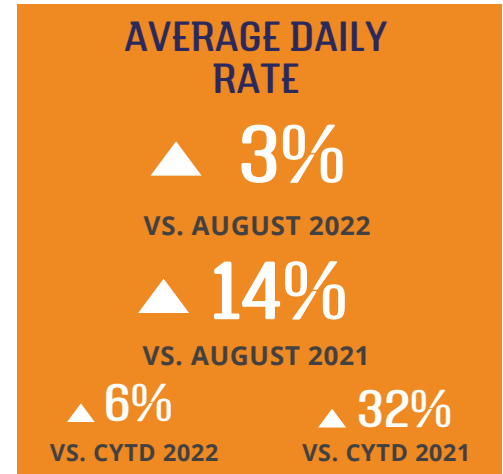
September 2023 Destination Dashboard



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

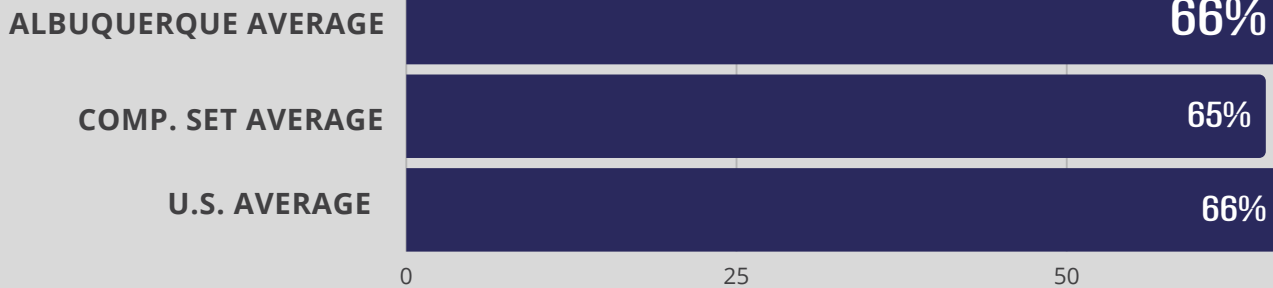


Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report



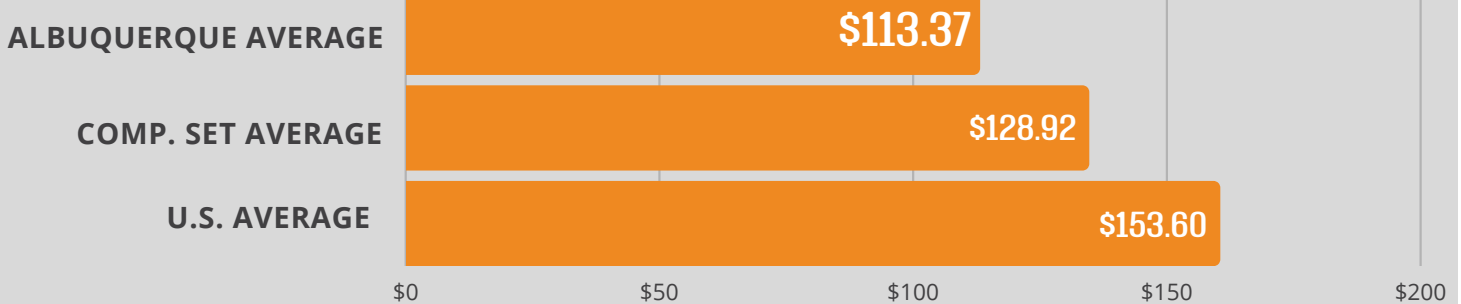
Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

AUGUST 2023 - OCCUPANCY RATE COMPARISON



Source: STR, Inc.

AUGUST 2023 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

September 2023 Destination Dashboard

AUGUST 2023 - SUNPORT AIRLINE METRICS

487,632

TOTAL PASSENGERS

▲ **11%**

VS. AUGUST 2022
TOTAL PASSENGERS

▲ **31%**

VS. AUGUST 2021
TOTAL PASSENGERS



**TOTAL AUGUST
DEPLANED PASSENGERS**

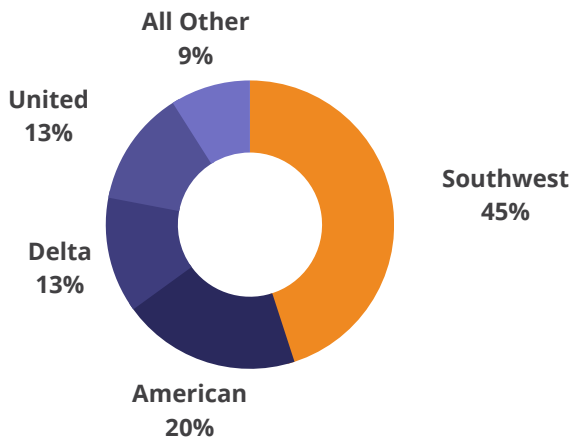
228,868

**TOTAL AUGUST
ENPLANED PASSENGERS**

228,948



AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS

FY20 **907,362**

FY21 **225,612**

FY22 **725,808**

FY23 **842,600**

FY24 **945,468**

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

46,000

**TOTAL AUGUST 2023 LEISURE &
HOSPITALITY EMPLOYMENT**

▲ **5%**

VS. AUGUST 2022

▲ **10%**

VS. AUGUST 2021

46K

AUGUST 2019

33.1K

AUGUST 2020

42K

AUGUST 2021

43.7K

AUGUST 2022

46K


AUGUST 2023


5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

September 2023 Destination Dashboard

SEPTEMBER BUSINESS OCCURRING	SEP '23	SEP '22	% CHANGE VS. SEP '22	% CHANGE VS. SEP '21
NO. OF MEETINGS/EVENTS	21	18	17% ▲	-5% ▼
ROOM NIGHTS	7,852	7,168	10% ▲	-16% ▼
ATTENDANCE	15,161	7,552	101% ▲	1% ▲
EST. DIRECT SPEND	\$4,350,253	\$3,548,710	23% ▲	11% ▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	3	9	80% ▲	13% ▲
ROOM NIGHTS	8,953	18,360	260% ▲	34% ▲
ATTENDANCE	5,330	24,609	360% ▲	15% ▲
EST. DIRECT SPEND	\$4,213,222	\$8,881,890	361% ▲	44% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '23	% CHANGE VS. FY '22
EVENTS	27	55	-11% ▼	28% ▲
ROOM NIGHTS	5,224	11,804	-33% ▼	1% ▲
ATTENDANCE	10,753	35,016	56% ▲	117% ▲
EST. DIRECT SPEND	\$3,323,727	\$6,785,005	-25% ▼	47% ▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	36	21,114	
	SPORTING EVENTS	ROOM NIGHTS	
	52,573	\$10.7 M	
	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 in 2024.

September 2023 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
FUTURE EVENTS BOOKED	64	67	-4% ▼	51	25% ▲
FUTURE ROOM NIGHTS BOOKED	30,164	22,642	33% ▲	25,461	18% ▲
FUTURE ATTENDANCE BOOKED	59,625	27,749	115% ▲	37,457	59% ▲
FUTURE DIRECT SPEND	\$15,666,895	\$10,952,877	43% ▲	\$10,799,533	45% ▲

MARKETING	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
ADVERTISING IMPRESSIONS**	785,230,109	95,508,092	722% ▲	166,049,866	373% ▲
WEBSITE USER SESSIONS	869,000	740,409	17% ▲	764,616	13% ▲
SOCIAL MEDIA FOLLOWERS	304,574	271,813	12% ▲	223,806	36% ▲
VISITOR GUIDE FULFILLMENT	5,167	5,786	-11% ▼	6,341	-19% ▼
VISITOR CENTER TRAFFIC	23,921	21,822	10% ▲	26,250	-9% ▼
EARNED MEDIA TRAVEL ARTICLES [†]	37	23	61% ▲	11	236% ▲
EARNED MEDIA CIRCULATION REACH	237,517,555	131,442,660	81% ▼	21,345,114	1K% ▲
EARNED MEDIA PUBLICITY VALUE	\$2,253,721	\$469,671	380% ▲	\$165,263	1.6K% ▲

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 23 TOTAL	FYTD 23 % CHG	FYTD 22 TOTAL	FYTD 22 % CHG
SALES	10	7	43%	10	0%
MARKETING	10	5	100%	2	400%

ACE TRAINEES

68

FYTD

27

FY 23

0

FY 22

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

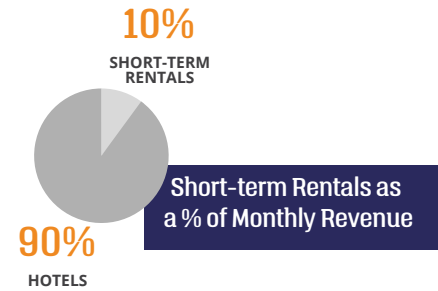
**FY24 and FY23 ad impressions include ATMD marketing.

[†]Does not include local coverage or syndications/additional pickups.

September 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Aug. '23	Aug. '22 TOTAL	% CHG
TOTAL REVENUE	\$1,554,500	\$1,514,056	3% ▲
SHORT-TERM RENTALS (STR)**	\$155,265	\$134,424	16% ▲
REVENUE MINUS STR	\$1,399,235	\$1,379,631	1% ▲

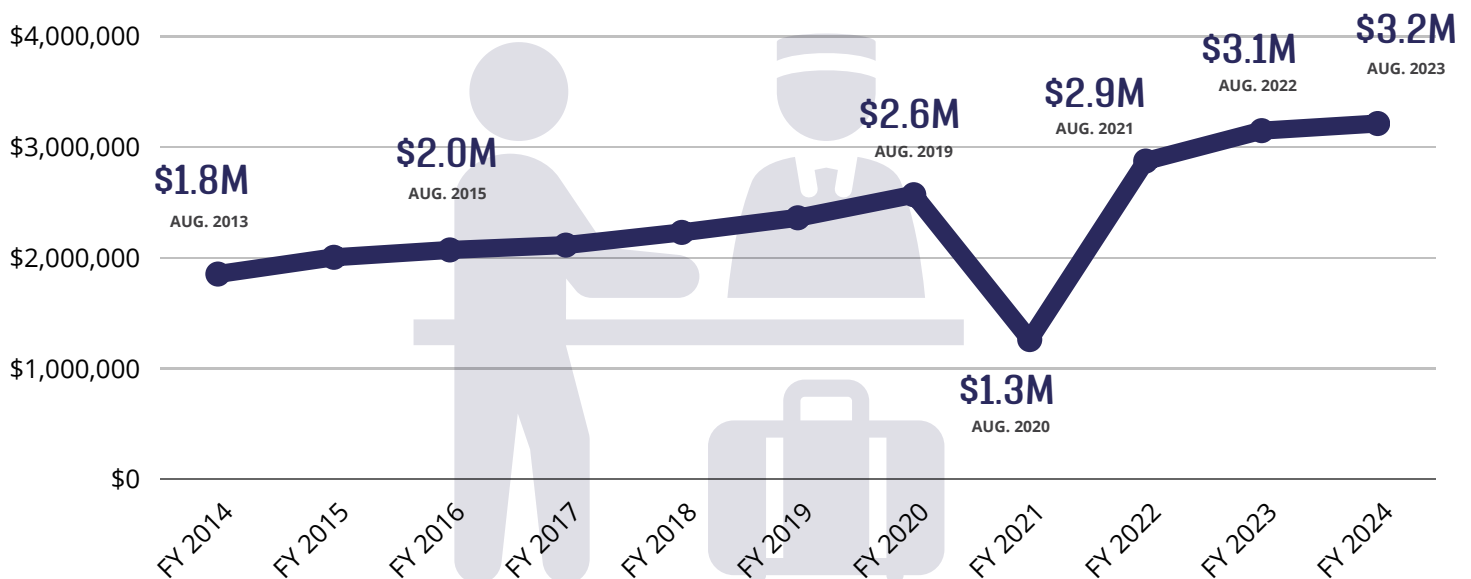


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 23 TOTAL	% CHG	FYTD vs. FYTD 22 TOTAL	% CHG
TOTAL REVENUE	\$3,213,173	\$3,148,895	2% ▲	\$2,874,392	12% ▲
SHORT-TERM RENTALS (STR)**	\$322,260	\$264,405	22% ▲	\$169,308	64% ▲
REVENUE MINUS STR	\$2,890,913	\$2,884,490	<1% ▲	\$2,678,084	8% ▲

*Value rounded up to nearest dollar.

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

LODGERS' TAX FYTD HISTORY: FY 2014 - FY 2024



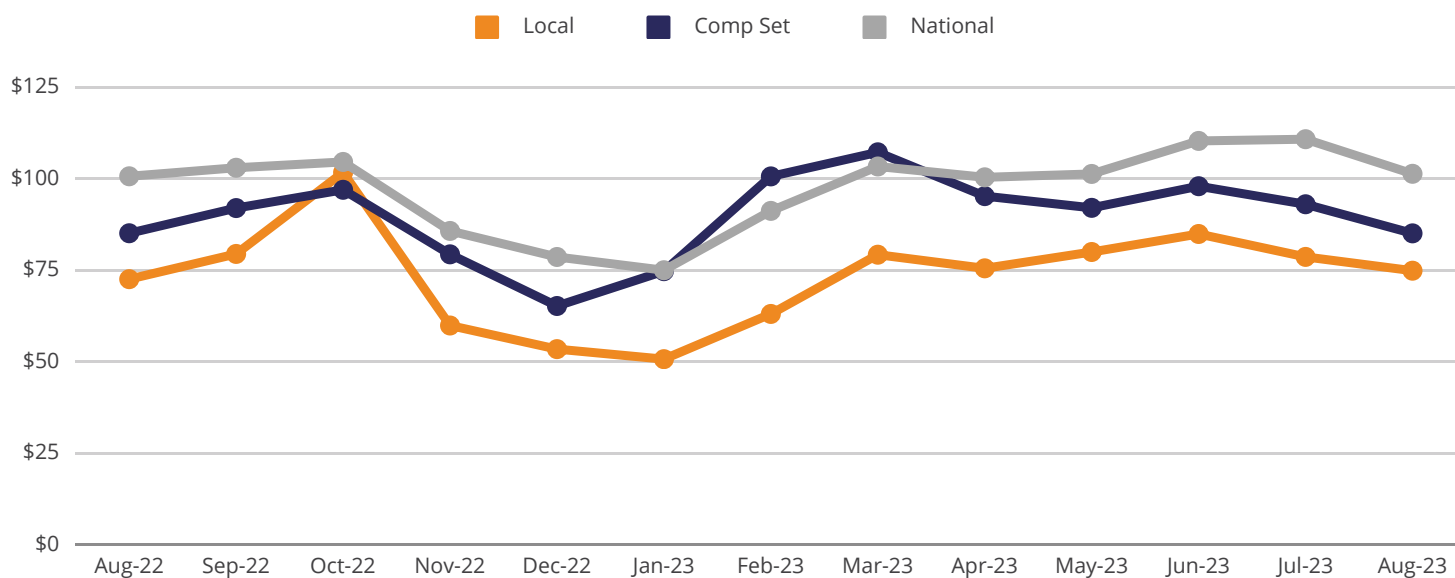


STR, INC. LODGING INDUSTRY REPORT - AUGUST 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	66%	<1% ▲	\$111.54	6% ▲	\$73.33	6% ▲
COMP SET*	66%	2% ▲	\$139.90	5% ▲	\$92.97	8% ▲
UNITED STATES	64%	2% ▲	\$155.19	5% ▲	\$99.43	7% ▲

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

REVPAR: AUGUST 2022 - AUGUST 2023



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	53%	7% ▲	\$159.27	6% ▲	\$84.21	14% ▲
UPTOWN	66%	11% ▲	\$131.60	7% ▲	\$87.04	18% ▲
AIRPORT	71%	4% ▲	\$116.02	4% ▲	\$81.82	8% ▲
NORTH I-25 CORRIDOR	66%	10% ▲	\$133.87	5% ▲	\$88.73	15% ▲

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Source: STR, Inc.

SALES, SERVICES & SPORTS - SEPTEMBER 2023

34

MONTH'S TOTAL
EVENT BOOKINGS

\$11M

ESTIMATED DIRECT
SPEND GENERATED

21,984

MONTH'S TOTAL
ROOM NIGHTS BOOKED

64

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▼ -4%

FYTD VS. FYTD 23

▲ 25%

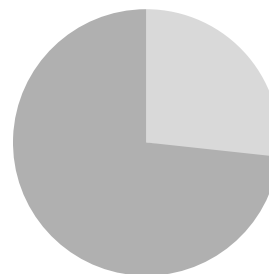
FYTD VS. FYTD 22

73%

SPORTING
EVENTS

27%

MEETINGS &
CONVENTIONS



MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

SEPTEMBER:

- 2-4: LABOR DAY LIFT OFF - COLORADO SPRINGS, CO
- 7-9: PROFESSIONAL FRATERNITY ASSOCIATION ANNUAL CONVENTION - ALBUQUERQUE, NM
- 27: VISIT ALBUQUERQUE ANNUAL MEETING - ALBUQUERQUE, NM



OCTOBER:

- 2-6: TEAMS CONFERENCE & EXPO - WEST PALM BEACH, FL
- 7-12: DESTINATIONS INTERNATIONAL BUSINESS OPERATIONS SUMMIT - LITTLE ROCK, AR
- 17-19: IMEX AMERICA - LAS VEGAS, NV
- 18-21: LEADERSHIP NEW MEXICO CONNECT PROGRAM - LAS CRUCES, NM
- 23-25: OUTDOOR ECONOMICS CONFERENCE - SANTA FE, NM
- 24-27: AIRPORT ROUNDTABLE SERIES - LEXINGTON, KY
- 25-27: GREATER WESTERN TRAVEL & TOURISM RESEARCH ASSOCIATION CONFERENCE - SONOMA, CA

NOVEMBER:

- 1-3: CONNECT WEST - SAN FRANCISCO, CA
- 28-29: CONNECT DC - WASHINGTON, DC
- 29-30: HOLIDAY SHOWCASE - CHICAGO, IL

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

14

TOTAL LOST
EVENTS

7,858

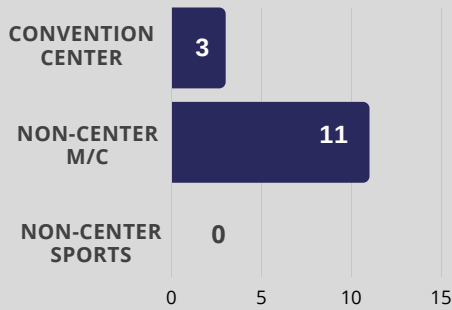
LOST ROOM
NIGHTS

5,188

LOST ATTENDEES

\$5.0M

LOST EST. DIRECT
SPEND

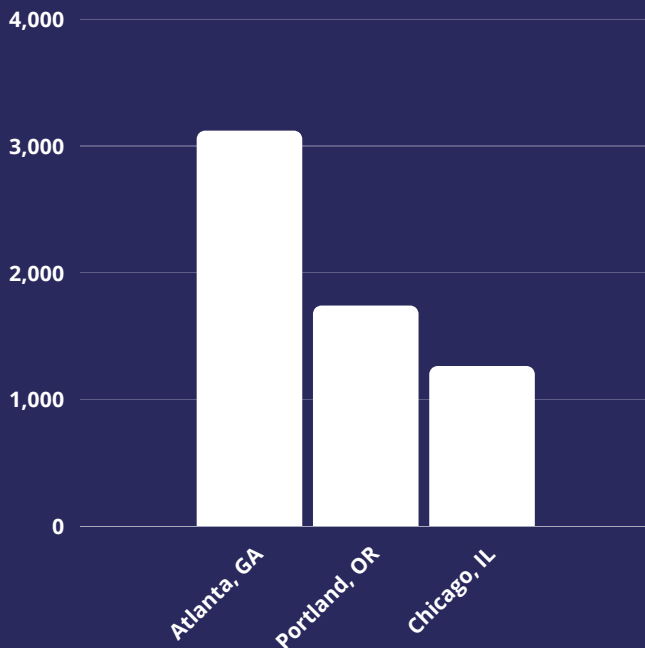


Top 4 Lost Business Reasons FYTD

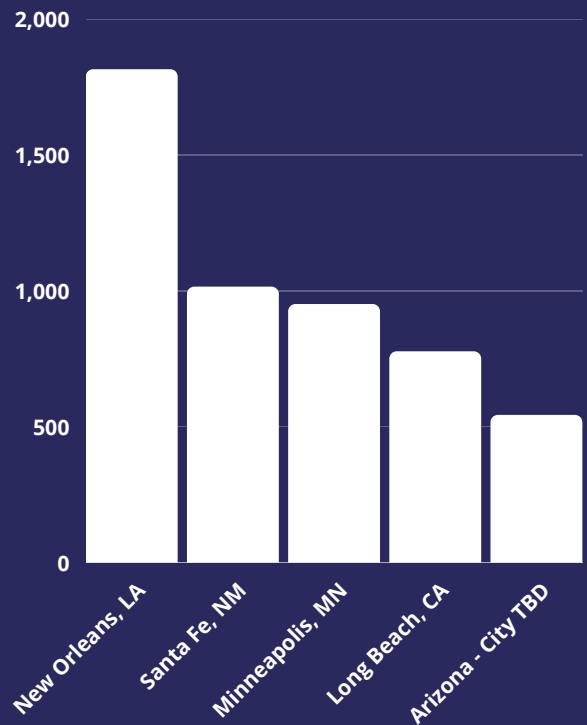
% of Room Nights Lost

Other Location(s) Preferred	70%
Dates/Space Availability	12%
Meeting/Event Redesigned/Restructured/Cancelled	10%
Unable to Submit RFP Response	5%

Most Room Nights Lost To (FYTD Convention Center Events)



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



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CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - SEPTEMBER 2023

612

FYTD PARTNERSHIP

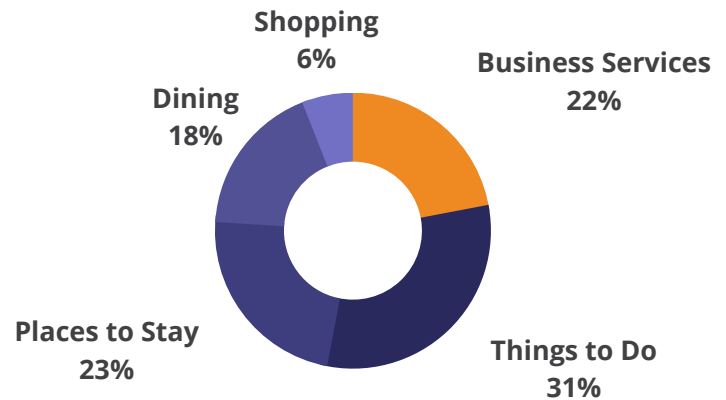
-6% ▼

VS. FY23

-1% ▼

VS. FY22

ACTIVE PARTNERS BY CATEGORY



FYTD PARTNER REVENUE OVERVIEW

\$110,568

FYTD REVENUE

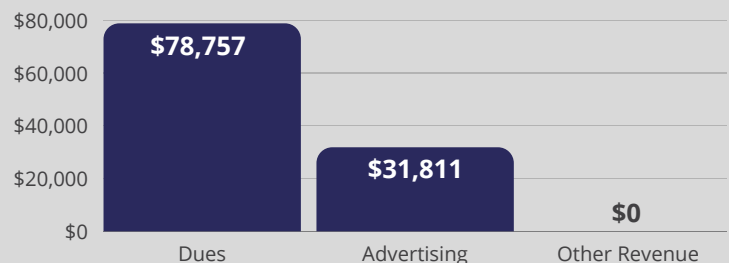
14% ▲

VS. FY23

4% ▲

VS. FY22

FYTD Revenue by Category



SEPTEMBER PARTNER EVENTS



ACE Training at Sandia
Resort & Casino

15
ATTENDEES

Visit Albuquerque Annual
Meeting at the Albuquerque
Convention Center

380
ATTENDEES

NEW PARTNER CORNER:

- ABQ BEER TOURS
- AURORA BOREALIS GLASSWORKS
- DION'S @ PASEO & WYOMING
- DION'S @ UNIVERSITY & GIBSON
- DRY HEAT COMEDY CLUB
- ESCAPE IN TIME
- THE GROOVE ART SPACE
- NEW MEXICO POTTERS ASSOCIATION, INC.
- POP'S SODA SHOPPE
- SERAPARITO SUPPLY CO.
- SLEEPY LOBO INN
- SNAPDRAGON TEA
- TULA'S KITCHEN
- URBAN HOTDOG COMPANY



UPCOMING PARTNER EVENT

- New Partner Orientation, November 15, 2023, at Visit Albuquerque.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM

SEPTEMBER AT-A-GLANCE

11

TRAVEL ARTICLES
GENERATED

117M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

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

\$1.6M

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Paste Magazine- BP Score: 121



FEATURED MEDIA EFFORTS*

9/4: Investing in culture: Visit Albuquerque awards 18 organizations \$429K in grants - Albuquerque Journal

9/7: Get Ready For The Albuquerque International Balloon Fiesta - American Automobile Association (AAA)

9/8: 10 Reasons to Visit Albuquerque that You Maybe Didn't Know About - Paste Magazine

9/10: 23 Fabulous Fall Getaways for 2023 - Taking The Kids

9/17: 9 Unique Festivals in October That We Recommend- Fifty Grande

9/19: 29 Top Cheap Weekend Getaways in the U.S. - U.S. News & World Report

9/19: Albuquerque expected to see more travelers for Balloon Fiesta this year - KOB

9/20: Trend: Speakeasies, restaurant - Development + Design

9/22: 8 Outdoorsy First Date Ideas For Active Adventurers - Forbes

9/28: Visit Albuquerque partners with global firm to create a Destination Master Plan - KRQE

9/29: Culinary and Cultural Adventures along New Mexico's Green Chile Trail - Everett Potter's Travel Report

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

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

111,934
LEISURE CONTACTS

OPEN RATE

34%

CLICK-TO-OPEN RATE

5%

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

3,253
LOCAL CONTACTS

44%

13%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



133,273



66,607



35,300



69,394*

*All other social media platform include, Twitter/X, LinkedIn, YouTube, and Threads.

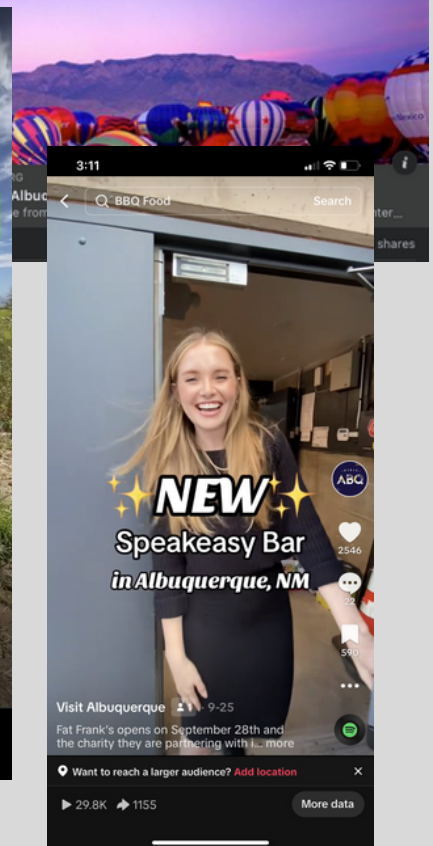
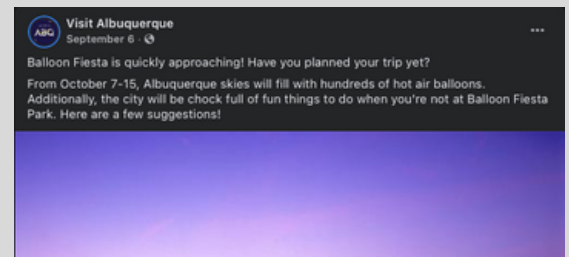
95,984

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

116

TOTAL SOCIAL MEDIA POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



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CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS - SEPTEMBER

9/1 - 4: Visit Albuquerque staff hosted a booth and conducted a sports sales and media mission in conjunction with the Labor Day Lift Off in Colorado Springs.

9/6: Tania Armenta and Visit Albuquerque Board Members attended the Albuquerque City Council Meeting.

9/11: Ceela McElveny and Tania Armenta attended the New Mexico Hospitality Association Government Affairs Committee Meeting.

9/14:

- Tania Armenta was interviewed by KRQE for a segment on New Mexico Living.
- Liz Burnam staffed a booth at the New Mexico State Fair Gathering of Counties day.
- Rachel Howard and Chelsea Canon presented at the Greater Albuquerque Hispano Chamber of Commerce event "What's Brewing in the Q".
- Visit Albuquerque staff attended the Rainbow Ryders 40th Anniversary Party.

9/15 - 25: Visit Albuquerque staff attended the filming of Bands of Enchantment Season 3.

9/18: Tania Armenta attended the New Mexico Tourism Department 1st Quarter Tourism Commission Meeting.

9/19: Tania Armenta participated in KKOB Radio Interview with Bob Clark.

9/21:

- Visit Albuquerque staff supported and staffed a booth at the Charlie Gray 2023 GAHLA Golf Tournament.
- Rachel Howard attended the "Make Sense" Lunch & Learn Series Session with McKee Wallwork.



Events Hosted by Visit Albuquerque

9/20: Visit Albuquerque Partner Orientation

9/27: Visit Albuquerque Board of Directors Meeting

9/27: Visit Albuquerque Annual Meeting

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