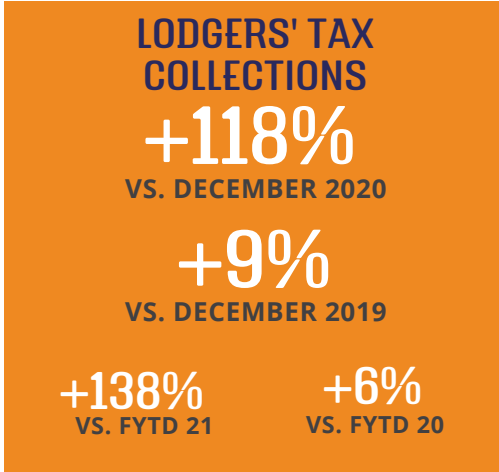
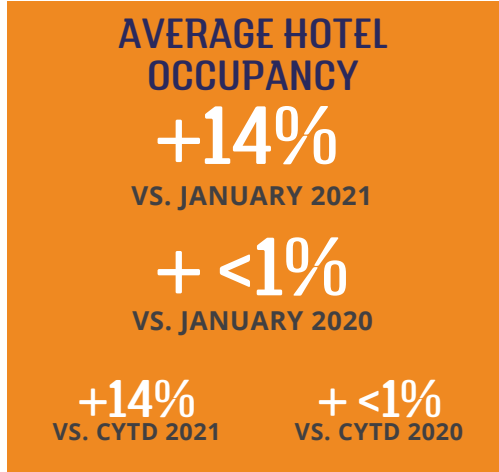


February 2022 Destination Dashboard

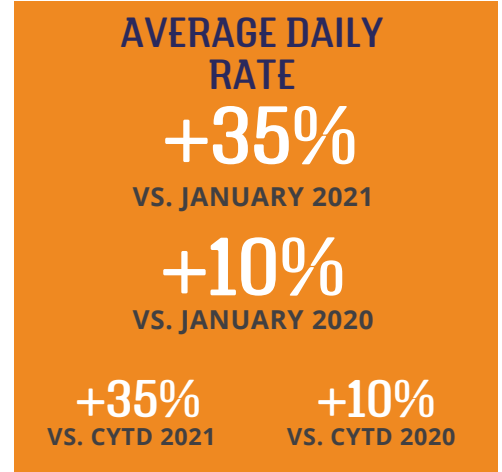
*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.



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

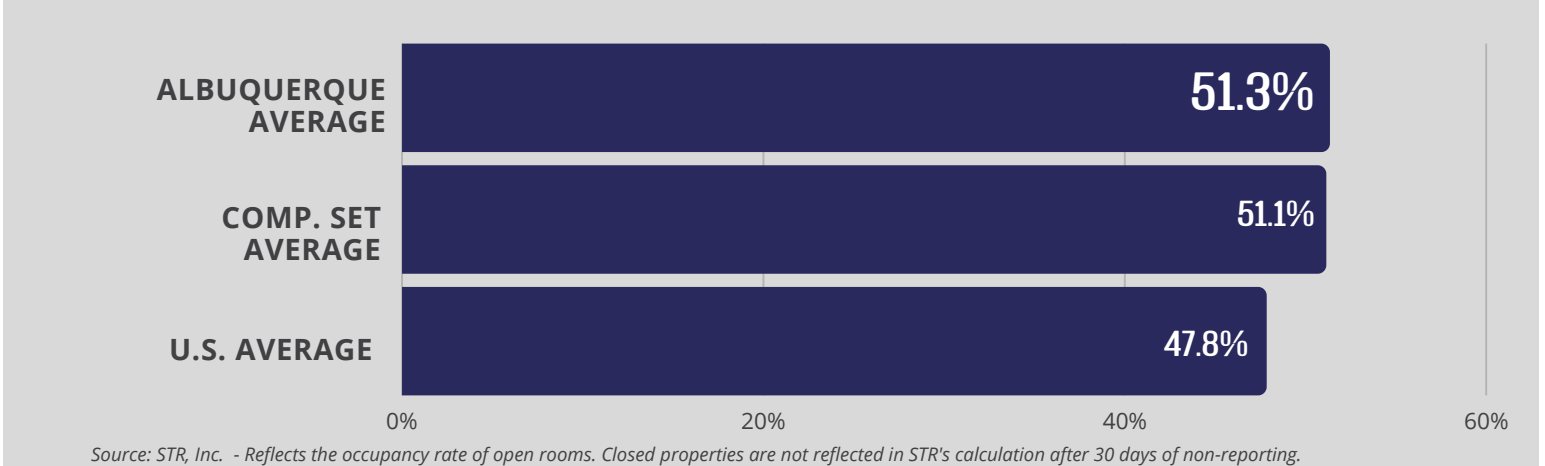


Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

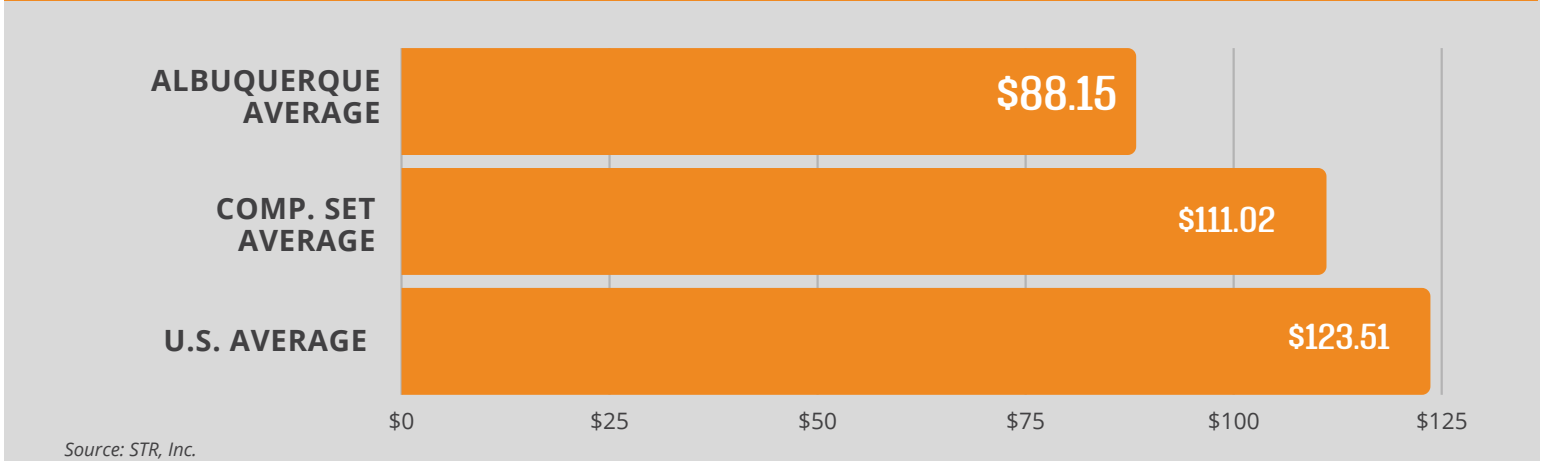


Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

JANUARY 2022 - OCCUPANCY RATE COMPARISON



JANUARY 2022 - AVERAGE DAILY RATE COMPARISON



February 2022 Destination Dashboard

JANUARY 2022 - SUNPORT AIRLINE METRICS

267,843
TOTAL PASSENGERS

+159%
 VS. JANUARY 2021
 TOTAL PASSENGERS

-25%
 VS. JANUARY 2020
 TOTAL PASSENGERS

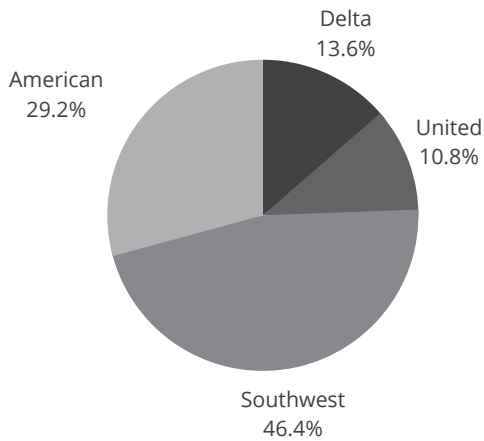


**TOTAL JANUARY
 ENPLANED PASSENGERS**
125,571

**TOTAL JANUARY
 DEPLANED PASSENGERS**
142,272

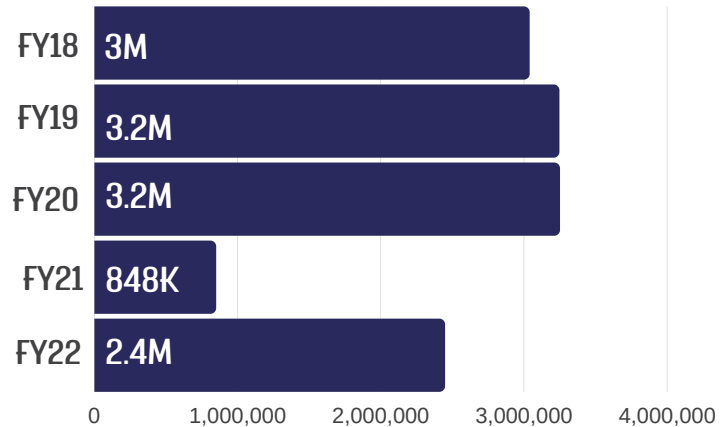


TOP 4 AIRLINES BY % OF MARKET SHARE



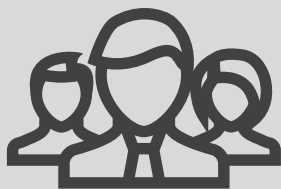
Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS



LEISURE & HOSPITALITY EMPLOYMENT

38,800



**TOTAL DECEMBER 2021 LEISURE &
 HOSPITALITY EMPLOYMENT**

+20%
 VS. DECEMBER 2020

-15%
 VS. DECEMBER 2019

Source: Bureau of Labor Statistics, Current Employment Statistics and Quarterly Census of Employment and Wages

*Note: There is currently a one-month lag in reported industry employment data. January's employment numbers will be included in the March Destination Dashboard.

February 2022 Destination Dashboard

FEBRUARY BUSINESS OCCURRING	FEB '22	FEB '21	% CHANGE VS. FEB '21	% CHANGE VS. FEB '20
# OF MEETINGS/EVENTS	21	0	100%	-35%
ROOM NIGHTS	14,290	0	100%	-32%
ATTENDANCE	26,434	0	100%	-31%
DIRECT SPEND	\$7,020,685	\$0	100%	-35%

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	6	29	625%	-9%
ATTENDEES	8,505	89,855	464%	-41%
ROOM NIGHTS	11,308	49,995	1,490%	-32%
DIRECT SPEND	\$5.1M	\$22.3M	299%	-40%

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	53	96	92%	-27%
ATTENDEES	3,966	42,454	49%	-39%
ROOM NIGHTS	15,908	27,495	154%	-32%
DIRECT SPEND	\$6.2M	\$11.9M	32%	-40%

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	72	59,803	
	SPORTING EVENTS	ROOM NIGHTS	
	119,073	\$26.9M	
	ATTENDEES	DIRECT SPEND	

February 2022 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

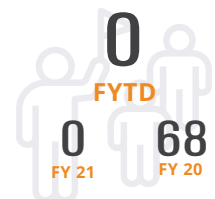
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY21			FY20		
		TOTAL	% CHG		TOTAL	% CHG	
FUTURE EVENTS BOOKED	124	54	130%	▲	163	-24%	▼
FUTURE ROOM NIGHTS BOOKED	77,375	27,290	184%	▲	130,429	-41%	▼
FUTURE ATTENDANCE BOOKED	126,499	22,364	466%	▲	188,729	-33%	▼
FUTURE DIRECT SPEND	\$34,109,835	\$14,585,792	134%	▲	\$55,901,437	-39%	▼
GROUP TOURS**	148	0	100%	▲	56	164%	▲
GROUP TOUR ROOM NIGHTS**	9,819	0	100%	▲	1,869	425%	▲

MARKETING	FYTD *	FY21			FY20		
		TOTAL	% CHG		TOTAL	% CHG	
ADVERTISING IMPRESSIONS†	231,696,185	38,741,384	498%	▲	75,532,064	207%	▲
WEBSITE USER SESSIONS	1,694,389	873,815	94%	▲	1,565,573	8%	▲
SOCIAL MEDIA FOLLOWERS‡	242,405	225,456	8%	▲	221,959	9%	▲
SOCIAL MEDIA ENGAGEMENT	292,392	174,375	68%	▲	324,468	-10%	▼
VISITOR GUIDE FULFILLMENT	15,039	6,779	122%	▲	18,194	-17%	▼
VISITOR CENTER TRAFFIC	52,617	885	5,845%	▲	97,733	-95%	▼
EARNED MEDIA^							
TRAVEL ARTICLES	43	43	0%	-	53	-19%	▼
CIRCULATION REACH	269,870,135	211,357,992	28%	▲	621,143,446	-57%	▼
PUBLICITY VALUE	\$1,704,979	\$4,304,813	-60%	▼	\$1,839,929	-7%	▼

FAMILIARIZATION & SITE TOURS

	FYTD	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
SALES	26	10	160%	72	-64%
MEDIA	16 ^{^^}	0	100%	26	-38%

ACE TRAINEES



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

**Data reported is quarterly.

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

‡Social media follower numbers are elevated due to addition of a new social media platform (TikTok).

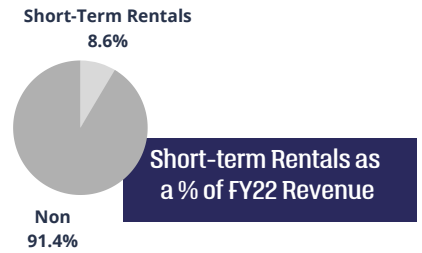
^Does not include local coverage or syndications/additional pickups.

^^Numbers for October 2021 have been corrected.

February 2022 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Dec '21	Dec '20	
		TOTAL	% CHG
TOTAL REVENUE	\$965,066	\$464,220	108% ▲
SHORT-TERM RENTALS (STR)**	\$82,642	\$36,888	124% ▲
REVENUE MINUS STR	\$882,424	\$427,332	107% ▲



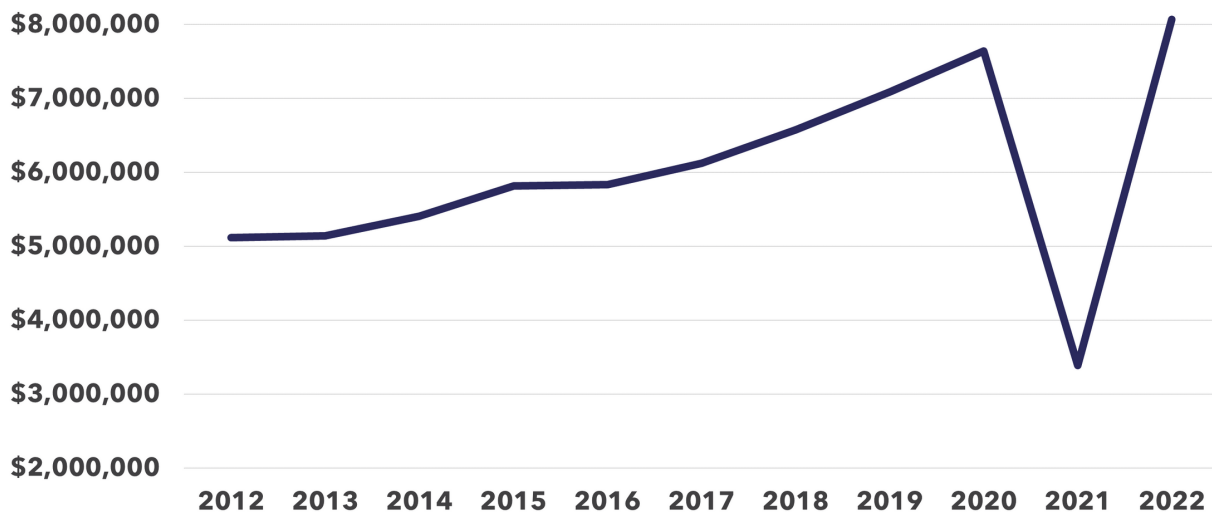
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21		FYTD vs. FY20	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$8,068,661	\$3,385,808	138% ▲	\$7,639,703	6% ▲
SHORT-TERM RENTALS (STR)**	\$574,485	\$244,559	135% ▲	\$287,647	100% ▲
REVENUE MINUS STR	\$7,494,176	\$3,141,249	138% ▲	\$7,352,056	2% ▲

*Value rounded up to nearest dollar.

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



10 YEAR LODGERS' TAX FYTD HISTORY



Source: City of Albuquerque

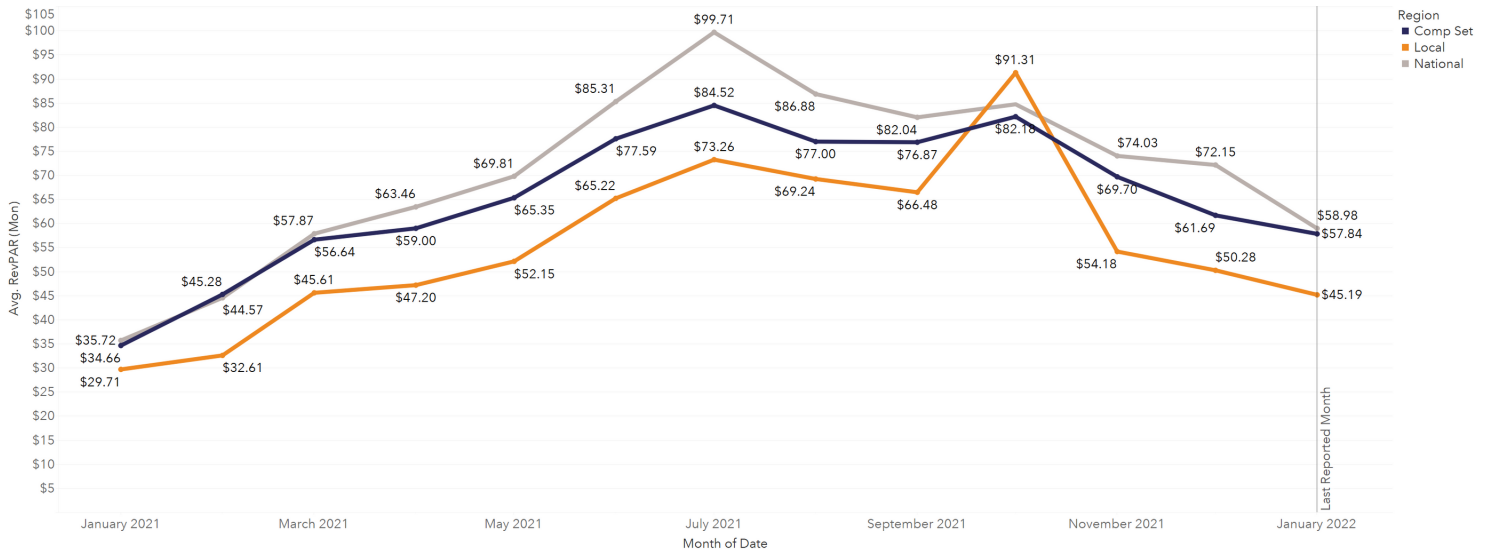


STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	51%	15% ▲	\$88.15	35% ▲	\$45.19	55% ▲
COMP SET*	51%	25% ▲	\$111.02	33% ▲	\$57.84	70% ▲
UNITED STATES	48%	22% ▲	\$123.51	36% ▲	\$58.98	66% ▲

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

RevPAR: JAN 2021 - JAN 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	41%	98% ▲	\$125.45	14% ▲	\$50.98	126% ▲
UPTOWN	35%	64% ▲	\$112.70	22% ▲	\$39.80	100% ▲
AIRPORT	48%	77% ▲	\$97.72	26% ▲	\$46.62	122% ▲
NORTHERN CORRIDOR	40%	60% ▲	\$116.36	39% ▲	\$46.10	123% ▲

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



CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS

19

MONTH'S TOTAL
EVENT BOOKINGS

\$3.1M

ESTIMATED DIRECT
SPEND GENERATED

6,805

MONTH'S TOTAL
ROOM NIGHTS BOOKED

296

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

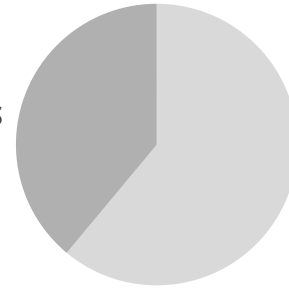
17%

FYTD YOY % CHG

-91%

FYTD VS. FY 20

39%
MEETINGS &
CONVENTIONS



61%
SPORTING
EVENTS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

MARCH:

- 1-2: MEETINGS INDUSTRY COUNCIL OF COLORADO ANNUAL EDUCATION CONFERENCE & TRADESHOW - DENVER, CO
- 1-3: INDEPENDENT PLANNERS EDUCATION CONFERENCE - LAS VEGAS, NV
- 12-13: TRAVEL & ADVENTURE SHOW - LOS ANGELES, CA
- 25: DESTINATIONS SHOWCASE - WASHINGTON, DC

APRIL:

- 2-3: TRAVEL & ADVENTURE SHOW - DALLAS, TX
- 5: DESTINATION CELEBRATION - KANSAS CITY, KS
- 7: GLOBAL MEETINGS INDUSTRY DAY
- 10-13: SIMPVIEW SUMMIT - PHOENIX, AZ
- 12: PLANNER EVENT AT THE HAY-ADAMS - WASHINGTON DC
- 30: TRAVEL & ADVENTURE SHOW - DENVER, CO

MAY:

- 2: HELMSBRISCOE LUNCH FOR OHIO PLANNERS - COLUMBUS, OH
- 2: SPORTS ETA TRADESHOW - FORT WORTH, TX
- 3: DESTINATION CELEBRATION COLUMBUS - COLUMBUS, OH
- 4-5: OHIO & KENTUCKY SALES MISSION

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

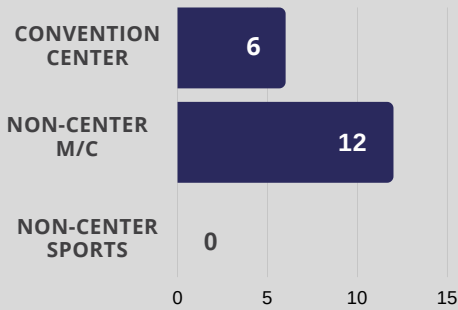
FEBRUARY 2022 LOST BUSINESS

18
TOTAL LOST
EVENTS

9,420
LOST ROOM
NIGHTS

5,549
LOST ATTENDEES

\$5.9M
LOST EST. DIRECT
SPEND

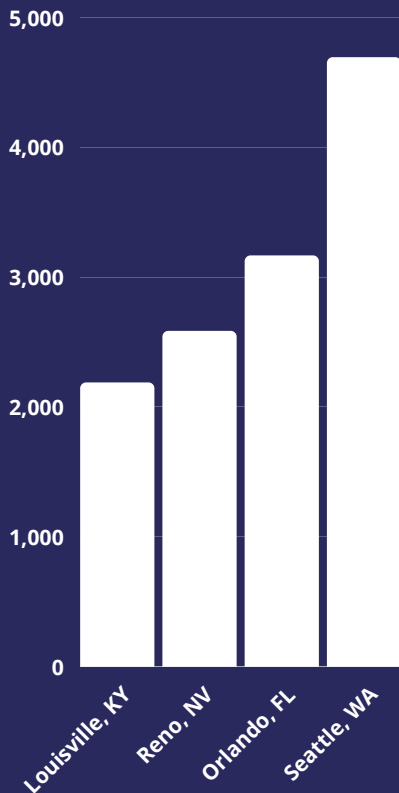


Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

Other Location(s) Preferred	43%
Insufficient Local Infrastructure	27%
Event Postponed/Cancelled	5%
Covid-19	5%

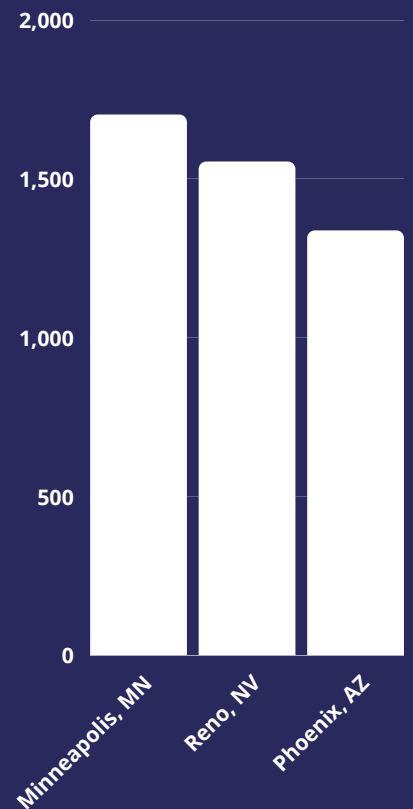
Most Room Nights Lost To (FYTD Convention Center Events)



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



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



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT

3

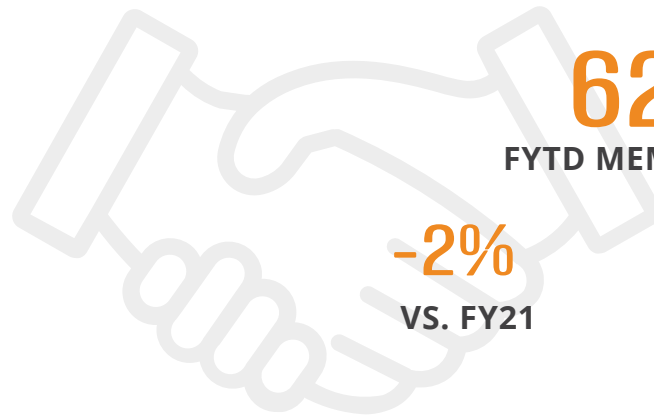
NEW PARTNERS
THIS MONTH

620

FYTD MEMBERSHIP

-2%
VS. FY21

-13%
VS. FY20



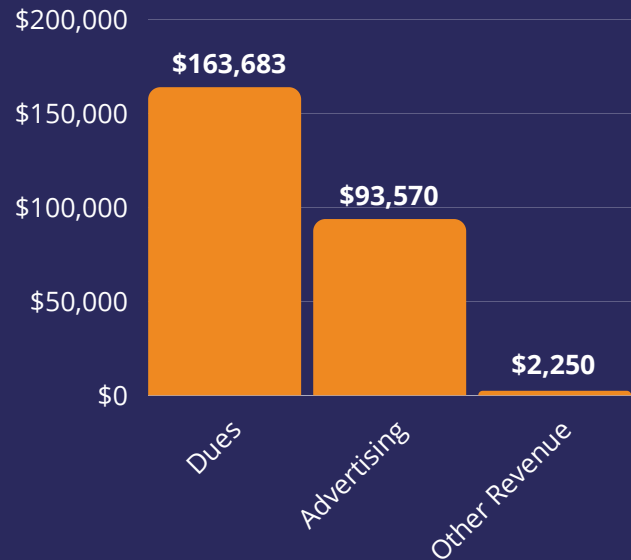
\$259,502

FYTD REVENUE

+77%
VS. FY21

-35%
VS. FY20

FYTD Revenue by Category



0

PARTNER EVENTS THIS
MONTH

VISIT ALBUQUERQUE PARTNER
BUSINESSES CLOSED PERMANENTLY
DUE TO COVID-19

13

Partner Orientation & ACE Training cancelled due to COVID-19. ACE Training will resume in March 2022.

FEBRUARY AT-A-GLANCE

7

TRAVEL ARTICLES
GENERATED

104.5M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

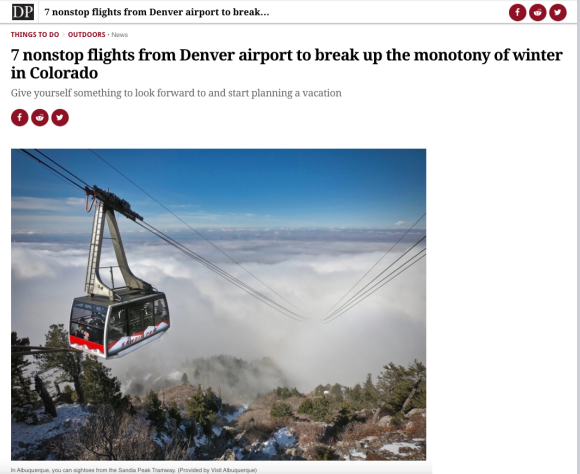
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$226K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Denver Post Article
BP Score: 88



FEATURED MEDIA EFFORTS*

- 2/4: 15 Places for the Perfect Girls' Getaway in the U.S. - Trip Trivia
- 2/6: 6 Quirky New Mexico Museums: Only in the Land of Enchantment - Getting on Travel
- 2/7: The Best Farm-to-Table Restaurant in Every State - Eat This, Not That!
- 2/7: Visit Albuquerque has a lineup of Valentine's events - KRQE
- 2/9: Vacation Ideas for 2022: Save or Splurge - AARP
- 2/11: 35 track teams compete at Albuquerque Convention Center - KRQE
- 2/17: 7 Nonstop Flights from Denver Airport to Break up the Monotony of Winter in Colorado - Denver Post
- 2/22: Bring on the Heat: Chile Infusions Are Spicing up the Wine Industry - VinePair
- 2/23: UNM sports notes: Track and field, softball and baseball set for big weekend at home - Albuquerque Journal
- 2/26: 5 of North America's Greatest Hotel Packages, Ranked by Cost - Forbes
- 2/27: UNM track finishes strong at MW Indoor Championships - KOB
- 2/27: MW indoor track and field wraps up - KRQE
- 2/28: Variety of events coming to Albuquerque this March - KRQE

*Color Key: Local Media, National Media

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

2/3: "Fall in Love with ABQ: Margaritas, Comfort Food and More!"

116,640
LEISURE CONTACTS

OPEN RATE

23%

CLICK-TO-OPEN RATE

5%

2/22: "February in the 505: Margaritas, Date Ideas, Comfort Food and More!"

3,203
LOCAL CONTACTS

38%

18%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 135,894

 58,481

 44,783

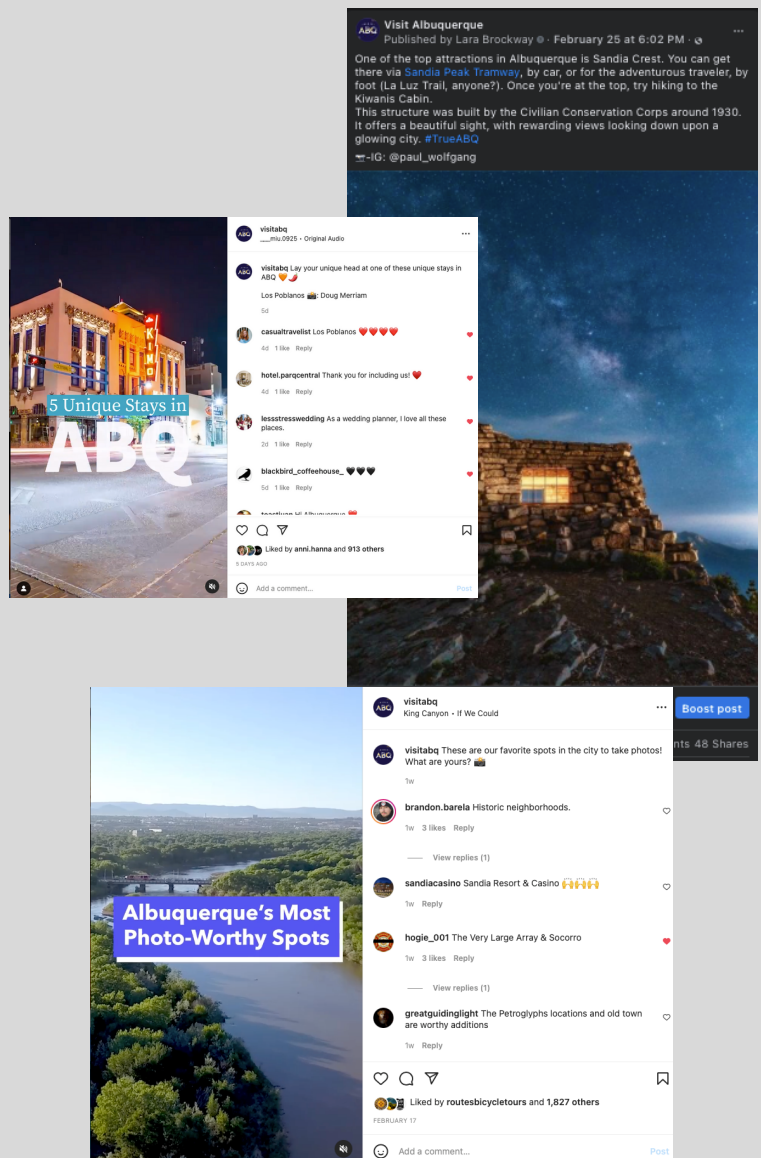
 247*

*Account opened Feb. 2022

16,369
TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

63
TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

2/1: Visit Albuquerque staff attended the PUBG MOBILE New Mexico Bowl Appreciation luncheon.

2/1 - 3: Larry Atchison attended the Religious Conference Management Association EMERGE in Sacramento, CA.

2/9: Tania Armenta attended the Economic Forum of Albuquerque meeting with speaker John Rizzo, NM Innovation Triangle.

2/10: Several Visit Albuquerque staff joined the ASM Global & Visit Albuquerque Leadership Meeting.

2/24: The ABQ Sports Commission met with Drury hotels.

2/28: Visit Albuquerque staff attended the Albuquerque Business First's 2022 Women of Influence Awards Luncheon honoring Heather Arnold.

2/2: Tania Armenta joined the US Travel's State of the Travel Industry 2022 virtual webinar.

2/7: Tania Armenta attended the New Mexico Hospitality Association Government Affairs Meeting.

2/9: Brenna Moore served as panelist on the International Food and Wine Travel Writers Association's "The Ins and Outs of Applying and Going on Media Trips" webinar.

2/17: Several Visit Albuquerque staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon.

2/25: The ABQ Sports Commission met with the new Sun Country Golf House team.

Events Hosted by Visit Albuquerque

2/15: Visit Albuquerque Executive Committee Meeting

2/15-16: Winter Virtual Media Mission

2/22: Albuquerque Tourism Marketing District Public Hearing

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.

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%.

SEPTEMBER 2020

- 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 80/1 million residents.
- 9/17:** Agritourism experiences permitted.

OCTOBER 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.

NOVEMBER 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.

COVID-19/CORONAVIRUS TIMELINE

DECEMBER 2020

- 12/2:** "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics.
- 12/14:** COVID-19 Vaccine administration begins in phased approach.
- 12/15:** "Red to Green" framework updated.

JANUARY 2021

- Bernalillo County remains in Red category.
- 1/8:** Public Health Order extended thru February 5, 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.

AUGUST 2021

- 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.

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

SEPTEMBER 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.

OCTOBER 2021

10/20: FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

10/29: FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

NOVEMBER 2021

11/12: Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.

11/26: The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.

11/30: The United States also classified Omicron as a Variant of Concern.

DECEMBER 2021

12/2: The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

12/12: The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

12/29: Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta locally, as it has in many other regions.

JANUARY 2022

1/4: The New Mexico Department of Health announced that it revised its guidelines for isolation and quarantine related to COVID-19 exposure or infection and is now following the CDC guidelines, reducing isolation time from ten days to five days.

1/18: Gov. Michelle Lujan Grisham and the New Mexico Department of Health announced they are securing over 1 million iHealth at-home rapid antigen tests for the state, to be initially distributed in areas of higher social vulnerability.

FEBRUARY 2022

2/17: Gov. Michelle Lujan Grisham ended New Mexico's indoor mask mandate at the conclusion of the state legislative session. Masks are still required in hospitals and some congregate facilities, as well as venues or transportation systems under federal masking requirements.

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