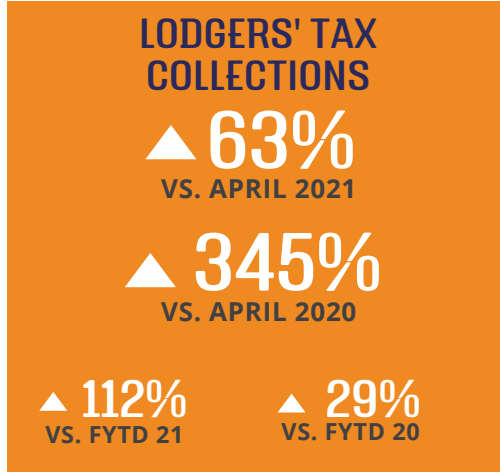
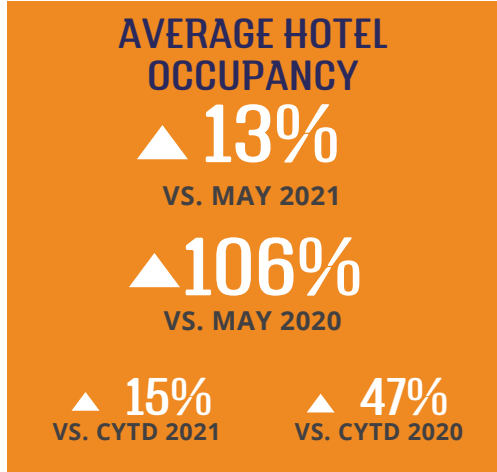


June 2022 Destination Dashboard

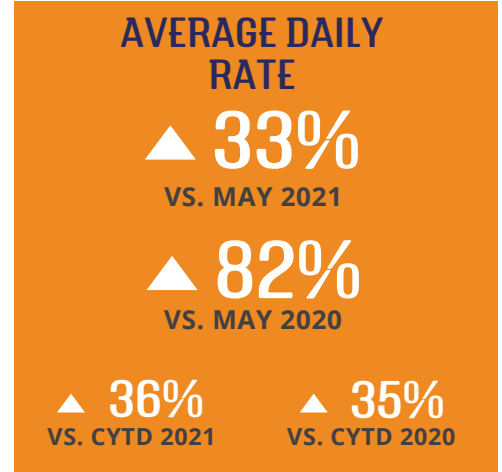
*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.



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

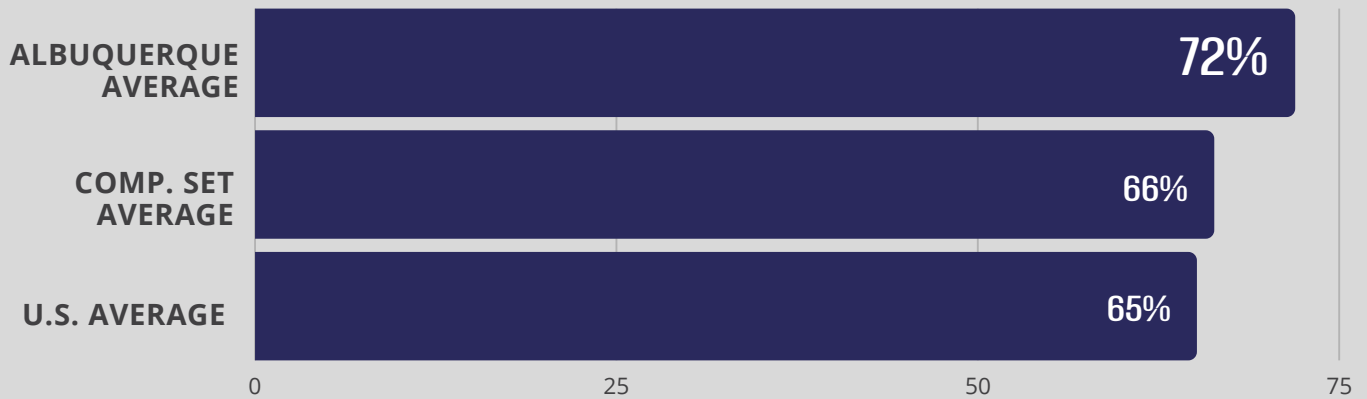


Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report



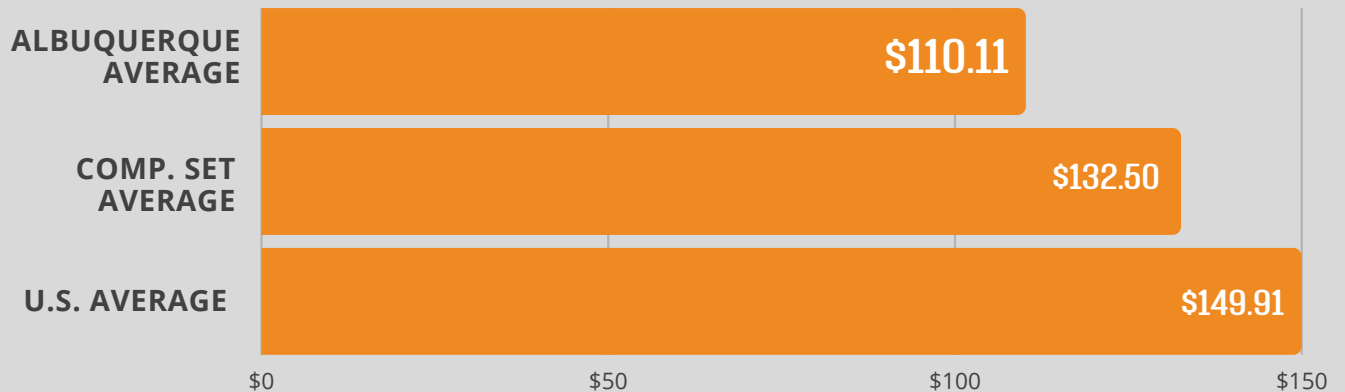
Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

MAY 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.

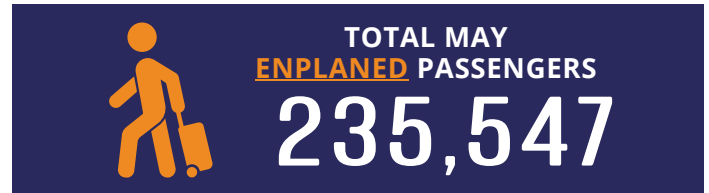
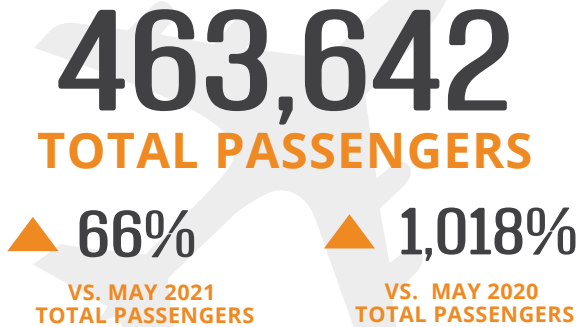
MAY 2022 - AVERAGE DAILY RATE COMPARISON



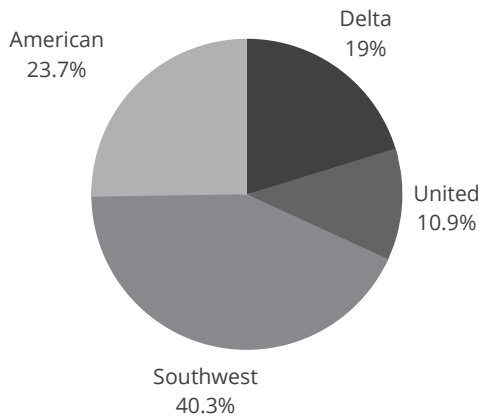
Source: STR, Inc.

June 2022 Destination Dashboard

MAY 2022 - SUNPORT AIRLINE METRICS

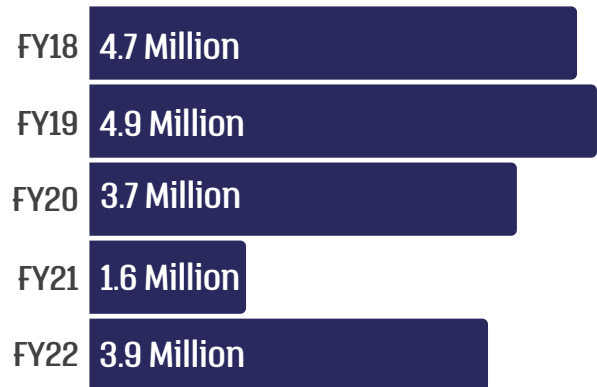


TOP 4 AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS



LEISURE & HOSPITALITY EMPLOYMENT STATISTICS



Source: Bureau of Labor Statistics, Current Employment Statistics

June 2022 Destination Dashboard

JUNE BUSINESS OCCURRING	JUN '22	JUN '21	% CHANGE VS. JUN '21	% CHANGE VS. JUN '20
# OF MEETINGS/EVENTS	28	13	115% ▲	N/A
ROOM NIGHTS	16,485	7,399	123% ▲	N/A
ATTENDANCE	19,642	11,717	76% ▲	N/A
DIRECT SPEND	\$7,213,945	3,418,353	111% ▲	N/A

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	7	44	389% ▲	83% ▲
ATTENDEES	9,105	146,833	630% ▲	47% ▲
ROOM NIGHTS	13,308	83,625	257% ▲	25% ▲
DIRECT SPEND	\$5.8 M	\$36.8 M	201% ▲	26% ▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	90	168	127% ▲	11% ▲
ATTENDEES	19,733	75,718	229% ▲	34% ▲
ROOM NIGHTS	22,770	42,362	66% ▲	-12% ▼
DIRECT SPEND	\$9.2M	\$18.8M	64% ▲	-5% ▼

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)		
	125 SPORTING EVENTS	100,270 ROOM NIGHTS
	202,902 ATTENDEES	\$44.9M DIRECT SPEND

June 2022 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

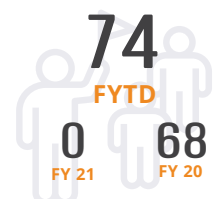
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
FUTURE EVENTS BOOKED	212	83	155% ▲	176	20% ▲
FUTURE ROOM NIGHTS BOOKED	125,987	48,896	158% ▲	114,520	10% ▲
FUTURE ATTENDANCE BOOKED	222,551	43,157	416% ▲	156,362	42% ▲
FUTURE DIRECT SPEND	\$55,743,129	\$23,729,450	135% ▲	\$49,127,473	13% ▲
GROUP TOURS**	164	5	3,180% ▲	232	-29% ▼
GROUP TOUR ROOM NIGHTS**	10,114	106	9,442% ▲	15,651	-35% ▼

MARKETING	FYTD *	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
ADVERTISING IMPRESSIONS†	592,553,834	100,127,402	492% ▲	99,006,087	499% ▲
WEBSITE USER SESSIONS	2,611,093	1,530,043	71% ▲	1,980,160	32% ▲
SOCIAL MEDIA FOLLOWERS	253,038	221,004	14% ▲	223,624	13% ▲
SOCIAL MEDIA ENGAGEMENT	476,167	271,580	75% ▲	439,118	8% ▲
VISITOR GUIDE FULFILLMENT	23,547	14,360	64% ▲	24,457	-4% ▼
VISITOR CENTER TRAFFIC	73,959	11,140	700% ▲	100,284	-11% ▼
EARNED MEDIA‡					
TRAVEL ARTICLES	70	56	25% ▲	89	-21% ▼
CIRCULATION REACH	387,097,938	225,096,155	72% ▲	807,602,415	-52% ▼
PUBLICITY VALUE	\$2,093,253	\$4,772,338	-56% ▼	\$2,617,245	-20% ▼

FAMILIARIZATION & SITE TOURS

	FYTD	FY21 TOTAL	% CHG	FY20 TOTAL	% CHG
SALES	34	21	62%	73	-53%
MEDIA	48	12	300%	27	78%

ACE TRAINEES



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

**Data reported is quarterly.

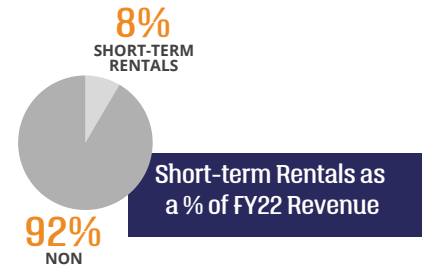
†FY22 ad impressions include co-op partnership with NM True.

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

June 2022 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Apr '22	Apr '21	
		TOTAL	% CHG
TOTAL REVENUE	\$1,515,047	\$927,544	63% ▲
SHORT-TERM RENTALS (STR)**	\$128,568	\$84,936	51% ▲
REVENUE MINUS STR	\$1,386,478	\$842,608	65% ▲



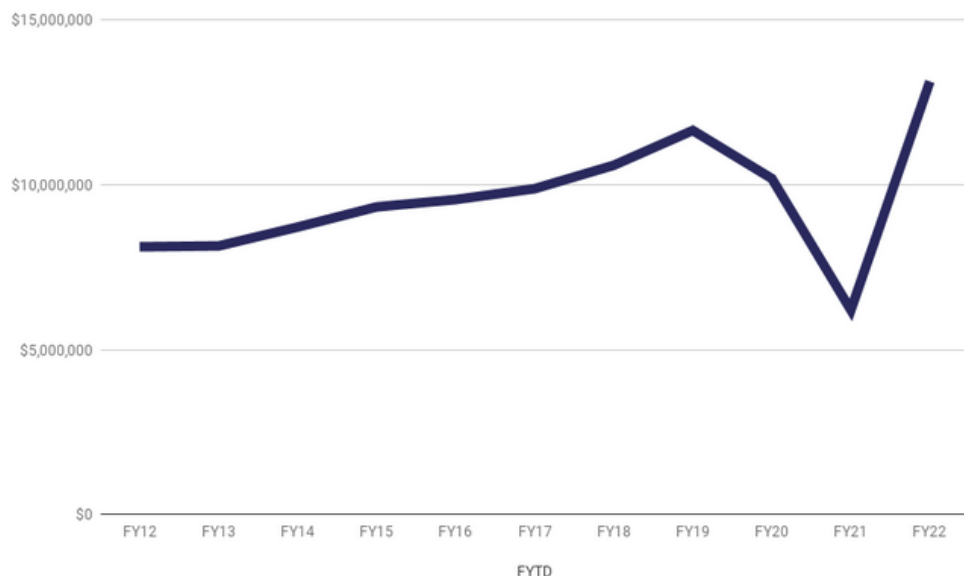
FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FY21		FYTD vs. FY20	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$13,131,465	\$6,203,385	112% ▲	\$10,187,232	29% ▲
SHORT-TERM RENTALS (STR)**	\$1,092,949	\$510,789	114% ▲	\$420,832	160% ▲
REVENUE MINUS STR	\$12,038,515	\$5,682,596	111% ▲	\$9,766,400	23% ▲

*Value rounded up to nearest dollar.

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



YEAR LODGERS' TAX FYTD HISTORY: FY 2012 - FY 2022



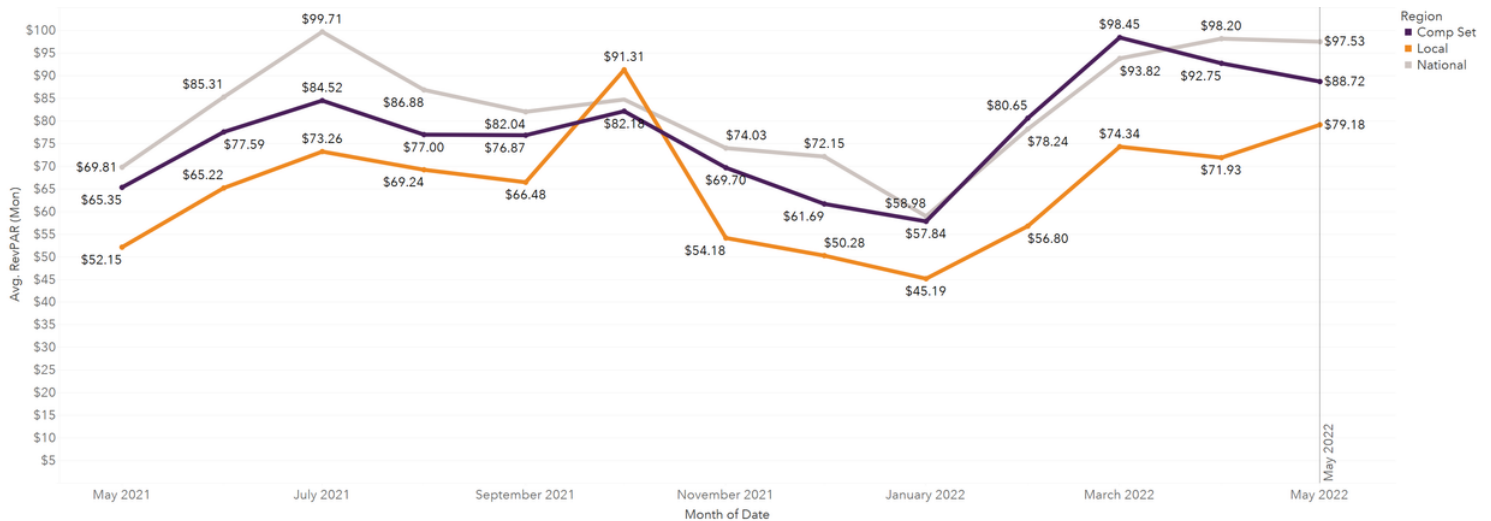


STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	65%	15% ▲	\$101.38	36% ▲	\$65.51	57% ▲
COMP SET*	63%	17% ▲	\$130.34	47% ▲	\$83.80	59% ▲
UNITED STATES	60%	17% ▲	\$142.82	17% ▲	\$85.50	57% ▲

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

RevPAR: MAY 2021 - MAY 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	47%	29% ▲	\$147.49	26% ▲	\$69.04	62% ▲
UPTOWN	56%	77% ▲	\$121.99	21% ▲	\$68.39	115% ▲
AIRPORT	66%	54% ▲	\$110.17	34% ▲	\$72.92	106% ▲
NORTHERN CORRIDOR	57%	43% ▲	\$123.99	33% ▲	\$70.63	90% ▲

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

SALES, SERVICES & SPORTS - JUNE 2022

31

MONTH'S TOTAL
EVENT BOOKINGS

\$3.2M

ESTIMATED DIRECT
SPEND GENERATED

6,631

MONTH'S TOTAL
ROOM NIGHTS BOOKED

212

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

43%

MEETINGS &
CONVENTIONS

57%

SPORTING
EVENTS

▲ 155%
FYTD VS. FY 21

▲ 20%
FYTD VS. FY 20

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

JULY:

- 19-21: DESTINATIONS INTERNATIONAL ANNUAL CONVENTION - TORONTO, CAN
- 19-21: COUNCIL OF ENGINEERING & SCIENTIFIC SOCIETY EXECUTIVES - RICHMOND, VA

AUGUST:

- 6-9: U.S. TRAVEL EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS - GRAND RAPIDS, MI
- 8-10: CONNECT MARKETPLACE: ASSOCIATION, SPECIALITY AND SPORTS - DETROIT, MI
- 10-12: HOTEL DATA CONFERENCE - NASHVILLE, TN
- 20-23: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - NASHVILLE, TN

SEPTEMBER:

- 7: DESTINATION CELEBRATION - MINNEAPOLIS, MN
- 8-10: PROFESSIONAL FRATERNITY ASSOCIATION - KALAMAZOO, MI
- 13: VISIT ALBUQUERQUE ANNUAL MEETING - ALBUQUERQUE, NM
- 19-21: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORT - SPOKANE, WA

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

33

TOTAL LOST
EVENTS

20K

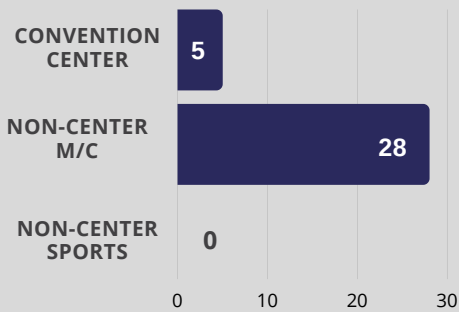
LOST ROOM
NIGHTS

9,507

LOST ATTENDEES

\$6.9M

LOST EST. DIRECT
SPEND

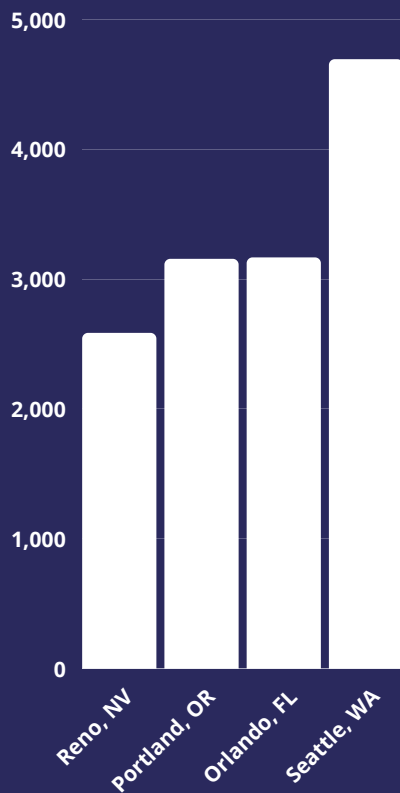


Reoccurring Convention Center Lost Business Reasons FYTD

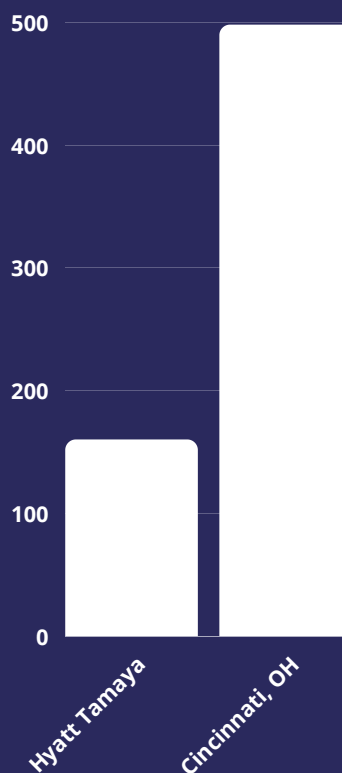
% of Room Nights Lost

Rates	20%
No Response from Planner	18%
Meeting/Event Postponed/Cancelled (Non-COVID)	16%
Geographic Proximity	12%

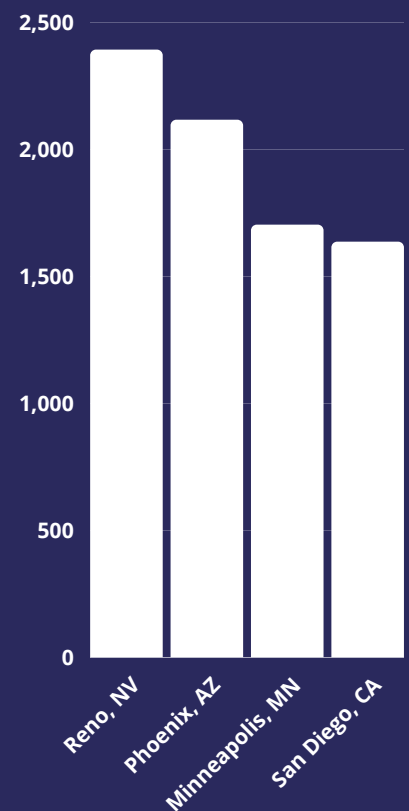
Most Room Nights Lost To (FYTD Convention Center Events)



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



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



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT

7

NEW PARTNERS
THIS MONTH

627

FYTD MEMBERSHIP

0%

VS. FY21

-12%▼

VS. FY20

\$343,130

FYTD REVENUE

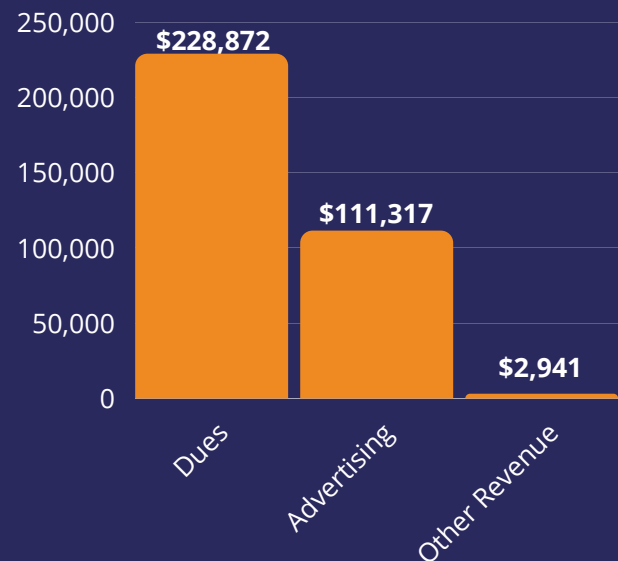
33% ▲

VS. FY21

-25% ▼

VS. FY20

FYTD Revenue by Category



1

PARTNER EVENT THIS
MONTH

VISIT ALBUQUERQUE PARTNER
BUSINESSES CLOSED PERMANENTLY
DUE TO COVID-19

14

- ACE Training scheduled for July 27, 2022.
- ACE Training scheduled for August 18, 2022.

. VISIT .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

JUNE AT-A-GLANCE

9

TRAVEL ARTICLES
GENERATED

40M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

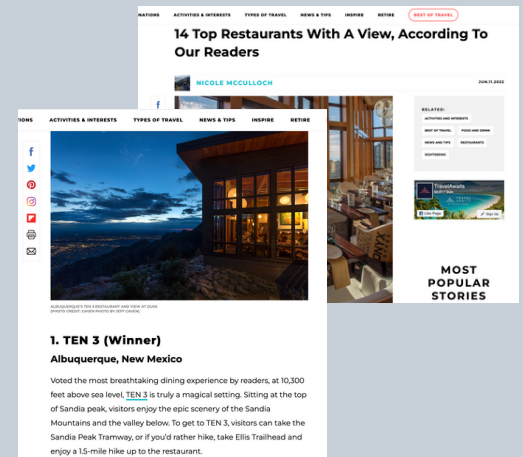
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$127K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

Travel Awaits
BP Score: 96



FEATURED MEDIA EFFORTS*

6/1: At This Albuquerque Restaurant, the Flavors of New Mexico's 19 Pueblos Come Together - Condé Nast Traveler

6/2: The National Institute of Flamenco, in Partnership with the University of New Mexico and the National Hispanic Cultural Center, Present Festival Flamenco Albuquerque 35 - PRWeb

6/3: 10 Best Craft Breweries Our Readers Love - TravelAwaits

6/9: June Events Hosted by Visit Albuquerque - KRQE/ New Mexico Living

6/11: 14 Top Restaurants with A View, According To Our Readers - TravelAwaits

6/19: The Top 9 Luxury Hotels Our Readers Love - TravelAwaits

6/22: At Indian Pueblo Kitchen, a Story Told in Feast Day Stew and Frybread - The Epoch Times

6/24: TravelAwaits' Best of Travel Awards 2022: Winners - TravelAwaits

6/30: For This Overlooked Southwest City, the Mountains Are Its Skyline - The Daily Beast

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

6/9: "Your Family's Summer Adventure is Waiting"

115,893
LEISURE CONTACTS

OPEN RATE

29.1%

CLICK-TO-OPEN RATE

3.9%

6/24 "Summer Fun in Albuquerque Starts Now"

3,238
LOCAL CONTACTS

48.2%

19.3%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 136,183

 46,749

 59,006

 11,100*

*Started reporting Feb. 2022

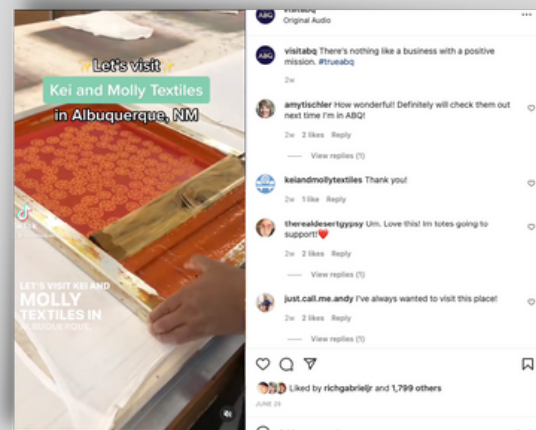
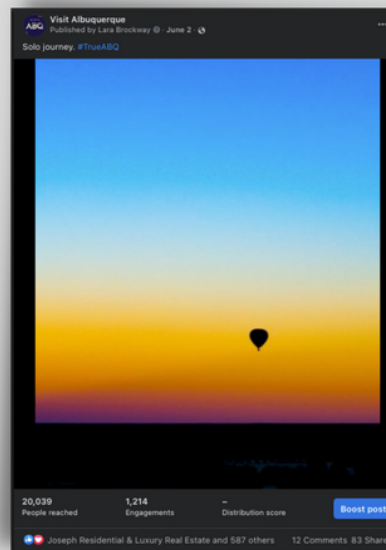
39,422

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

96

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



JUNE COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

- 1** Visit Albuquerque staff attended the "For the Love of Downtown" presentation.
- 6** Liz Burnam hosted a Visitor Center volunteer meeting at Kei and Molly Textiles, LLC.
- 8** Visit Albuquerque board and staff leadership attended Economic FORUM.
- 13** Larry Atchison attended the Society of Government Meeting Professionals conference in New Orleans, LA.
- 14** Tania Armenta was interviewed by the Albuquerque Journal for the feature "Tourism on the Rebound".
- 16**
 - Tania Armenta attended the Downtown Forward Plan Breakfast with Mayor Keller.
 - Several Visit Albuquerque staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon with Chief Medina as the guest speaker.
- 21** Tabitha Stallworth attended MPI WEC's annual conference in San Francisco, CA.
- 22** Tania Armenta attended the New Mexico Hospitality Association Executive Committee Meeting.
- 23**
 - Tania Armenta and Prakash Sundaram presented at Greater Albuquerque Chamber of Commerce Board Meeting.
 - Tania Armenta attended the Destinations International DMAP Q2 Board Meeting.
 - Visit Albuquerque staff presented at the Lodgers' Tax Advisory Board Meeting.
- 25** Visit Albuquerque participated in the Community Expo at the Albuquerque Rail Yards prior to attending Mayor Keller's State of the City address.

Events Hosted by Visit Albuquerque

6/21: Visit Albuquerque Executive Committee Meeting

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 80/1million 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.

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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.

.VISIT.
ALBUQUERQUE
CHANGE YOUR PERSPECTIVE